

What's your Omnichannel Readiness?

The State of Omnichannel HCP Engagement in Pharma
Where the Industry Stands in 2022

Presented by DHC Group and **AKTANA**

98%

of pharmaceutical execs say it's important to create and implement an omnichannel strategy



52% of pharma organizations are **NOT optimizing engagement** across HCP touchpoints

Key Challenges to Omnichannel Success

45% complexities of integrating and managing data
42% hurdles of translating data into intelligence and optimization

Technology for integration & intelligence

54% inability to influence change management

People, structure & culture

62% lack of personalized content

Having enough content

63% unmet need for a single interface to manage and control omnichannel

Quality data aligned with KPIS



45% complexities of integrating and managing data



Aktana's AI-driven next-best-action platform integrates with every data source in your commercial tech stack, transforming mountains of data into clear recommendations delivered into existing workflows.

By embedding intelligence throughout the entire omnichannel ecosystem, Aktana makes every customer journey feel like a continuous conversation—seamless, well-timed and always relevant.

AKTANA



Aktana's Contextual Intelligence Engine is your AI-powered optimization engine for finding the best combination of all possible actions—in all channels to create compelling experiences

Layering artificial intelligence with human insight, pull out the critical context from every data source and past interaction to make those that follow more relevant, responsive and effective.

AKTANA

42% hurdles of translating data into intelligence and optimization



Aktana Commercial Team Empowerment connects your entire commercial team with shared visibility and AI-driven guidance

Build trust and confidence with a curated collection of end-to-end, cross-team resource and execution management tools developed specifically for life science teams – with transparent and dynamic insights for every stakeholder, including brand leads, marketers, district managers, sales reps and medical science liaisons (MSLs).

AKTANA



54% inability to influence change management

How to drive change? "Experiment. Measure. Refine. Repeat. Good AI systems will help you do this naturally by closing the data feedback loop, automatically rescoring models and issuing insights back to your team that will help you periodically review and refresh your strategic priorities." – Derek Choy, president of Aktana



Make the most of your content with Aktana Customer Journey Management to quickly strategize, create and deploy compelling programs that build brand loyalty

Aktana Customer Journey Management pairs an intuitive journey-building tool with the industry's largest library of micro-journey templates to radically reduce time to value for new Next Best Action programs and drive alignment between sales and marketing teams.

AKTANA

62% lack of personalized content



Aktana's Contextual Intelligence 360 is your central command center for all intelligence activities across the entire commercial process

Contextual Intelligence 360 is a powerful AI-driven optimization engine that helps arm commercial teams with quality data aligned with key performance metrics to create engaging experiences and optimize the entire customer journey across channels.

AKTANA

63% unmet need for a single interface to manage and control omnichannel



See where your org stacks up: download the report



Learn how Aktana can lead your organization through the most common hurdles to successful implementation of omnichannel:



Request a [demo](#)



Check out our [case studies](#)

AKTANA