

Revolutionizing digital engagement for healthcare professionals through commercial analytics

Client

A global, values-based, R&D-driven biopharmaceutical company headquartered in Japan

Company Size

49,000+ employees

Location

Global

In the pharmaceutical industry, healthcare professionals (HCPs) frequently face frustrating, inefficient digital interactions that hinder engagement and raise operational costs. With user satisfaction lagging behind expectations, our client recognized the need for a more unified, streamlined, and data-driven approach to digital service delivery.

To address this, the team introduced a centralized service suite, redesigned the digital experience across platforms, and integrated commercial analytics. The new solution improved personalization, simplified navigation, and ensured privacy compliance while meeting enterprise-wide needs. These changes drove better targeting, greater efficiency, and higher user satisfaction across all business units.



Digital Product Engineering



Data Strategy



Cloud Engineering



Enterprise Architecture & Compliance



The Challenge: Poor digital experiences created friction & inefficiency



Objective: Improve digital interactions for healthcare professionals and streamline service access through a unified platform.



Existing Issues: Users experienced inefficiencies, high friction, and lack of personalization across systems.



Solution Needed: A scalable, compliant, and user-friendly platform that unified services and improved engagement through a data-driven approach.



Outcome: The platform increased efficiency, reduced redundant efforts, and delivered personalized content across web and mobile.



Healthcare professionals were frustrated by inconsistent digital experiences that wasted time and drove up operational costs. Existing systems did not meet the industry's high digital expectations.

The Solution: Unified platform for streamlined, personalized engagement

To enhance digital engagement for healthcare professionals, the team introduced a comprehensive service suite that centralized access to tools and services and also implemented commercial analytics.

The redesigned platform focused on personalization, seamless support, and consistent user experiences across web and mobile channels while maintaining regulatory compliance and enterprise integration.

Phase 1: Centralized Service Integration

We introduced a single, cohesive platform to unify service access and simplify interactions across touchpoints.

Workstreams:

- Service suite deployment
- Central platform configuration
- Cross-system integration

Phase 2: User Experience Enhancement

The team streamlined navigation, enabled quick assistance, and implemented commercial analytics to deliver personalized content for both web and mobile users.

Workstreams:

- Navigation redesign
- Mobile optimization
- Contextual content delivery

Phase 3: Privacy & Compliance Framework

Our team built an enterprise-compliant architecture with rigorous security audits and ongoing privacy monitoring.

Workstreams:

- Security audit management
- Privacy governance
- Compliance integration

Phase 4: Standardization & Data Enablement

We supported enterprise-wide standardization while fostering a rich data environment to enhance insights and user targeting.

Workstreams:

- Data architecture enablement
- Cross-unit service standardization
- Experience optimization

Services and Technologies Used:

Services:

- Digital Product Engineering
- Data Strategy
- Cloud Engineering
- Enterprise Architecture & Compliance

The Results: Impact on the client organization

The unified platform significantly improved digital engagement, empowering various stakeholder groups with better insights, reduced effort, and more effective targeting. It optimized both content delivery and operational efficiency while maintaining a secure, compliant foundation for growth.



Operational Efficiency: We reduced administrative burden for key account managers and medical field teams.



Personalized Content Delivery: We aligned content with user needs for more relevant interactions via commercial analytics.



Marketing Effectiveness: Our team enabled better campaign targeting through commercial analytics that gave insight into HCP preferences.



Cross-Team Enablement: This initiative gave marketing, sales, and multichannel teams unified tools to collaborate more effectively.



User Satisfaction: Marlabs streamlined support and access improved engagement across digital touchpoints.



Scalable Compliance: We maintained security and privacy across all services while supporting business expansion.