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Omnichannel Pharmaceutical Marketing: Driving HCP and Patient Engagement to Boost Brand Performance

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Abstract
The pharmaceutical industry is profoundly transforming in terms of engaging with healthcare professionals (HCPs) and patients. Traditional approaches, heavily dependent on in-person sales visits and annual medical congresses, no longer satisfy the growing demand for instant, personalized access to clinical evidence, peer-reviewed studies, and treatment guidelines. Simultaneously, empowered patients seek clearer insights into their health and therapeutic options through digital channels.

Omnichannel marketing in pharma orchestrates a cohesive communication strategy that spans face-to-face interactions, webinars, email campaigns, social media, mobile applications, and e-commerce platforms. By unifying these touchpoints, organizations can deliver consistent, timely messaging that resonates with each stakeholder's unique preferences. Yet, implementing this holistic framework presents challenges: navigating complex regulatory landscapes, safeguarding data privacy, breaking down internal silos, and addressing uneven digital capabilities across regions.

For HCPs, the ideal engagement model offers on-demand, credible information delivered through flexible electronic formats that respect their schedules and professional needs. For patients, continuous, transparent dialogue, whether through direct conversations, website portals, or messaging services, empowers them to participate actively in their care journey.
This paper will delve into the key drivers and best practices behind successful omnichannel pharmaceutical marketing and explore the strategic rationale for shifting budgets and reorganizing teams, the technological infrastructure required for real-time personalization, the operational hurdles from regulatory compliance to data-privacy safeguards and a step-by-step roadmap for designing, launching, and scaling an omnichannel program. By the end, readers will understand how to turn disparate communication silos into a unified ecosystem one that strengthens brand performance, fosters long-term relationships with HCPs and patients, and ultimately contributes to better health outcomes.

Keywords:
Omnichannel marketing, pharmaceutical marketing, HCP engagement, Patient engagement, Brand performance

Introduction
The pharmaceutical industry's long-standing reliance on in-person engagements, such as medical representatives visiting doctors' offices, sponsoring booths at large conferences, and hosting live educational seminars, has served it well for decades. These face-to-face interactions

allowed companies to build trust, deliver complex clinical data directly, and gather immediate feedback from healthcare professionals (HCPs). However, the rapid rise of digital channels, compounded by the COVID-19 pandemic's restrictions on travel and gatherings, has exposed the limitations of this traditional model. Stakeholders now expect on-demand access to information, personalized content, and the flexibility to engage on their terms.(Arora et al., n.d.) Each communication path, such as email newsletters, printed brochures, webinars, social-media posts, and even telephone calls, is treated as a separate entity in a multichannel framework. While this approach expanded the number of touchpoints, it often led to fragmented messaging and an inconsistent brand experience. An HCP could receive an email with one set of clinical highlights, see a social-media post with different statistics, and sit through a live webinar that doesn't reference either. Without a connected view of each stakeholder's journey, tailoring follow-up messages, measuring engagement holistically, or ensuring that every touchpoint reinforces the same core narrative becomes challenging.(Review & 2021, 2021).

Omnichannel marketing remedies these shortcomings by weaving all channels into a cohesive, adaptive journey. Imagine a physician who expresses interest in a new oncology trial via a digital survey. In an omnichannel scenario, that data point triggers a personalized sequence: an on-demand video deep dive, an invitation to a targeted webinar, and a concise infographic delivered through a secure mobile app. The messaging builds upon prior interactions at every stage, adapting to the HCP's evolving needs and preferences. Whether the medium is face-to-face, online, or social, the story remains consistent and, more importantly, relevant.

For HCPs, this unified approach means immediate, effortless access to precisely the information they require, peer-reviewed studies, treatment guidelines, or real-world evidence delivered via their preferred channels. A busy cardiologist pressed for time can opt for brief WhatsApp summaries, then dive deeper later through an interactive e-learning module. For patients, omnichannel engagement transforms them from passive recipients into active partners in their healthcare journey. They receive appointment reminders, medication-adherence nudges, and educational content in regional languages through YouTube, WhatsApp, or dedicated mobile apps, whichever medium they find most convenient.(Sismondo, 2018)

This research paper examines the strategic, technological, and operational factors that drive successful omnichannel pharmaceutical marketing and offers a pragmatic roadmap for organizations aiming to leverage integrated HCP and patient engagement to strengthen brand performance and advance long-term health outcomes. Leading pharmaceutical companies are already embracing these hybrid models. Global players like Pfizer and Novartis are combining traditional sales-rep visits with AI-driven email campaigns, virtual advisory boards, and web-based training platforms. In India, local champions such as Lupin, Glenmark, and Sun Pharma are experimenting with regional-language video ads on YouTube, leveraging WhatsApp for direct prescription updates, and deploying AI chatbots for round-the-clock patient support. These initiatives are marketing experiments and strategic investments in deeper, more meaningful engagement.

Statement of the Problem

Though omnichannel marketing is making waves in the pharma space as a means of greater and more effective interaction, its actual application in real life is riddled with issues. One of the

main issues is the siloing of data management systems. Most pharma companies are plagued by fractured databases that work in silos different tools and platforms are used by marketing, sales, medical affairs, and digital teams, and it is challenging to create a single view of HCPs or patients. The other key concern is the regulatory environment in which pharma promotion occurs. Stringent compliance regulations on medical promotion, patient information, and communication tend to impede or slow the use of digital tools.

Research Objectives

The research aims to:

- Assess the impact of omnichannel pharmaceutical marketing on HCP engagement, brand loyalty, and prescribing behavior.
- Examine how integrated omnichannel approaches affect patient education, treatment adherence, and trust in the brand.

Scope of the Study

- **Geographic Scope**: Focus on the Indian pharma market, comparing global leaders like prominent Pharmaceutical Companies.
- **Stakeholders Studied**: HCPs (doctors, specialists), patients, Brand Managers, Product Managers.
- **Therapeutic Areas**: Chronic diseases like Respiratory.

Trends in Omnichannel Pharma Marketing

In recent years, pharmaceutical companies have radically reimagined how they connect with healthcare professionals (HCPs) and patients, blending digital and in-person approaches to create seamless, personalized experiences.(Constantinides, 2023)

Globally, tools like Veeva CRM and Salesforce have enabled pharma sales teams to personalize content, track physician behavior, and deliver scientific updates in real-time. Pfizer, for instance, uses Veeva to deliver on-demand scientific content, everything from clinical study updates to new treatment guidelines, and then tracks how doctors interact with those materials. This feedback loop helps them fine-tune future communications, ensuring each message resonates. Meanwhile, Novartis has adopted a hybrid approach, combining virtual check-ins with face-to-face visits. This blend of digital and live touchpoints cut their reliance on medical representatives by nearly a third, without sacrificing the strength of their relationships with HCPs.(Chaganti, 2023)

In markets where WhatsApp is ubiquitous, Cipla has seen tremendous success shifting the bulk of its HCP outreach onto the messaging app. By hosting quick webinars, sending timely reminders, and sharing product news directly in group chats, they've moved 80% of their engagement there, making it easier for doctors to stay informed without adding more meetings to their calendars. And it's not just Cipla: Sun Pharma partnered with Practo's telemedicine service for its diabetes-awareness campaigns, seamlessly integrating educational content into the patient-doctor teleconsultation flow and boosting patient engagement by 15%.(Pappas & Frisch, 2022).Platforms like Docplexus and Curofy host accredited webinars and workshops, letting busy specialists tune in from wherever they are. Lupin took this further by using AI to personalize topic recommendations for cardiologists attending their digital CMEs. Over 5,000 physicians participated, each seeing content tailored to their interests and practice needs.(Kesavadev et al., 2021)

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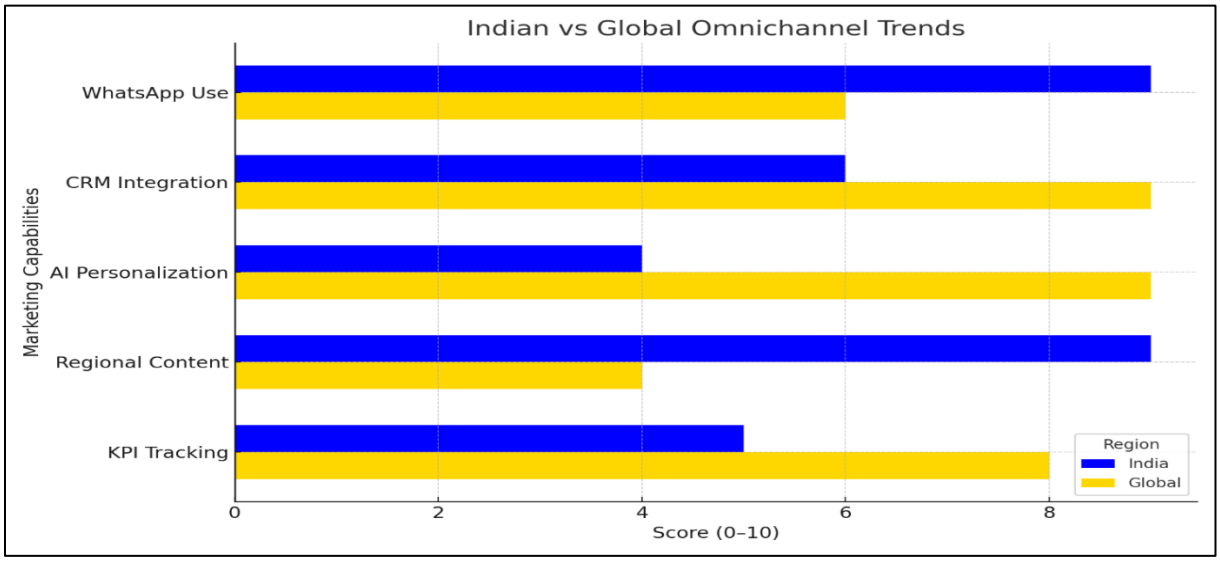

Figure 1 Indian vs Global Omnichannel Trends

Overcoming the Growing Pains

Despite these advances, rolling out a proper omnichannel strategy has hurdles. Regulatory compliance is a constant concern: balancing GDPR, HIPAA, and India's draft PDP Bill requirements means that every piece of patient data and physician insight must be handled with utmost care.(Simon & Giovannetti, 2017). While the tools for omnichannel marketing in pharma have never been more powerful, success boils down to thoughtful execution, choosing the right mix of channels, respecting the privacy and bandwidth of HCPs and patients, and ensuring every team member is on board.

Frameworks and Theoretical Models

The AIDA Model (Attention, Interest, Desire, Action), used to measure funnel performance in omnichannel marketing, shows how many HCPs or patients move from content interaction to prescription or purchase.

Customer Journey Mapping tracks HCP or patient pathways across different channels, e.g., WhatsApp invite → Webinar → CRM content, → Rep call.

McKinsey's Omnichannel Maturity Model rates organizations on a 5-point scale of digital maturity:

1. Ad-hoc (manual processes)
2. Fragmented (multiple tools, no sync)
3. Coordinated (CRM + content)
4. Integrated (cross-channel data sync)
5. Intelligent (AI-powered, predictive engagement)

McKinsey's 7S Framework (Strategic Omnichannel Alignment)(a & 2023, 2023)

7S Factor	**Lupin**	**Sun Pharma**	**Mankind**	**Pfizer**	**GSK**	**Novartis**	**Glenmark**	**Cipla**
Strategy	AI-driven HCP	Social media &	WhatsApp-driven	AI-driven omnichannel	Digital-first social	Hybrid MR model	Whats App-first	AI & telemedicine growth

	engagement	telemedicine	marketing	approach	media focus		engagement	
Structure	Hybrid model	MR-digital blend	Traditional sales-first	CRM-led	Digital sales model	Data-driven sales team	Hybrid CRM model	Telemedicine-focused
Systems	Veeva CRM	Limited AI integration	Basic CRM	Advanced AI CRM	Social media + CRM	AI-powered CRM	Whats App CRM	Advanced AI segmentation
Shared Values	Patient-first, digital innovation	Traditional with digital push	Focus on affordability	Data-driven, AI-first	Healthcare accessibility	AI-powered decision-making	Digital accessibility	AI & patient engagement
Style	Tech-driven	Patient marketing	Low digital engagement	AI-dominant	Social media-driven	Hybrid omnichannel	Whats App-driven	AI-first
Staff	MR training in AI	Traditional MR-focused	Low digital capability	AI-enabled MRs	Digital content specialists	Hybrid reps	Whats App-trained MRs	AI-powered MRs
Skills	AI analytics	Social media marketing	WhatsApp sales	AI-driven marketing	Digital-first engagement	Hybrid AI-human sales	Whats App customer interactions	AI-driven HCP targeting

Table 1 McKinsey's 7S Framework

Lupin, Pfizer, and Cipla are all pushing hard on AI to make their outreach more innovative and personalized. Lupin pairs an AI-driven engagement strategy with a hybrid field model and Veeva CRM to deliver patient-first content, backed by tech-focused leadership and MRs fluent in AI analytics. Pfizer follows suit with an AI-powered omnichannel approach under a CRM-led structure, championed by data-first leaders and AI-enabled reps. Cipla builds on this "AI & patient engagement" ethos by centering its growth on telemedicine and advanced AI segmentation, training its teams to use these insights for pinpointed HCP outreach.
Most Indian pharma companies were rated between 2 and 3, while global players like Pfizer operate at level 5.

SWOT Matrix (Strengths, Weaknesses, Opportunities, Threats)(Fernandes Bento et al., n.d.)

Company	**Strengths (S)**	**Weaknesses (W)**	**Opportunities (O)**	**Threats (T)**

Lupin	AI-powered chatbots, strong CME programs	Limited social media presence	Expansion in rare diseases digital engagement	Rising competition from AI-first startups
Sun Pharma	Strong social media presence, telemedicine partnerships	Weak AI integration	Growth in patient engagement through digital tools	Regulatory challenges in India
Mankind	WhatsApp-based patient communication	Low AI adoption, weak CRM	Digital-first sales model can be leveraged	New competitors entering the space
Pfizer	AI-driven targeting, advanced CRM	No WhatsApp engagement	Expansion in Telemedicine partnerships	GDPR restrictions in the EU
GSK	Social media marketing expertise, telemedicine leader	Limited WhatsApp strategy	Growing focus on patient education	Compliance risks in online data handling
Novartis	Hybrid MR-digital detailing, AI-powered analytics	Slow in telemedicine expansion	Opportunity in AI-driven omnichannel strategies	Regulatory barriers in digital prescribing
Glenmark	WhatsApp-first HCP engagement	Weak AI usage	Strong omnichannel potential in India	Limited global presence
Cipla	Advanced AI models, WhatsApp-driven HCP strategy	Weak CRM usage	Leading telemedicine player in India	Rising competition from tech-driven health startups

Table 2 SWOT Matrix for various companies

Across the board, pharmaceutical companies are tapping into digital channels to play to their strengths. Lupin and Pfizer lead with AI-powered chatbots and advanced CRM systems. At the same time, Sun Pharma and GSK excel at social media outreach and telemedicine partnerships, and Mankind, Glenmark, and Cipla have built formidable WhatsApp-first engagement models.

Yet gaps remain: several firms (including Lupin and Sun Pharma) have only begun integrating AI more fully. In contrast, others (notably Pfizer and GSK) have yet to capitalize on WhatsApp's reach or strengthen their CRM foundations.

These companies can capitalize on rising demand for rare-disease engagement, patient education, and telemedicine growth, especially in India's rapidly digitizing markets; however, they must navigate regulatory hurdles from India's evolving compliance landscape to GDPR in Europe as well as intensified competition from nimble, AI-first startups and tech-driven health players.

Porter's Five Forces Analysis (Holland et al., n.d.)

Force	Impact on Omnichannel Strategies	Examples
Threat of New Entrants	Moderate–Digital startups disrupting pharma	Tata 1mg, PharmEasy challenging traditional pharma players
Bargaining Power of Suppliers	Low–HCPs prefer omnichannel engagement	CRM providers like Veeva dominate AI-driven marketing
Bargaining Power of Buyers	High–HCPs demand personalized digital interactions	Novartis is using AI-based targeting for HCPs
Threat of Substitutes	High–Digital-first health tech platforms growing	Telemedicine providers competing with pharma companies
Industry Rivalry	High–pharma companies competing on digital engagement	Cipla vs Lupin in WhatsApp-based HCP engagement

Table 3 Porter's Five Forces Analysis

A moderate threat of new entrants shapes the omnichannel landscape in pharma, digital health startups like Tata 1mg and PharmEasy are nibbling at traditional players' market share. At the same time, suppliers (primarily CRM platforms such as Veeva) wield relatively low power, since HCPs broadly prefer omnichannel engagement regardless of the vendor. Buyers, however, hold significant sway; today's physicians insist on personalized, data-driven interactions spurring companies like Novartis to invest heavily in AI-based targeting. All of this intensifies industry rivalry, established pharma brands compete fiercely on their digital prowess, with Cipla and Lupin, for instance, duelling over who can deliver the most seamless WhatsApp-based HCP experience.

Gaps Identified in Literature

While numerous global studies have evaluated omnichannel success in pharma, Indian literature is limited to fragmented insights. There's a lack of data on cross-channel ROI in Indian brands. Standardized omnichannel KPIs adopted across Indian pharma—research on regional adaptations (e.g., vernacular content, WhatsApp-only engagement).

Research Design

This study utilizes a mixed-method research design to explore the' implementation, effectiveness, and challenges of omnichannel marketing strategies within the pharmaceutical sector. The rationale behind this approach is to blend the strengths of qualitative insights and secondary quantitative data, enabling a more complete and nuanced understanding of how omnichannel strategies affect healthcare professional engagement and patient interaction.

Sampling Technique and Criteria

This study employed a purposive sampling method to enlist participants who have relevant experience and are working in the planning, executing, or overseeing of omnichannel marketing campaigns in the pharmaceutical industry. Purposive sampling, or judgmental or selective sampling, is a non-probability sampling method where individuals are deliberately chosen based on their knowledge, experience, and relevance to the research objectives. The primary goal of this sampling method was to gather insights from professionals who could provide

meaningful, experience-based perspectives on the operational, strategic, and technological aspects of omnichannel marketing in pharma.

Selection Criteria

To ensure the credibility and relevance of the data, the following inclusion criteria were established for participant selection:

- **Professional Experience**: Respondents had a minimum of five years of experience in pharmaceutical marketing, with specific involvement in brand management, digital strategy, or field force enablement.
- **Organizational Context**: Participants were employed in multinational corporations or leading Indian pharma companies, which have actively implemented or experimented with omnichannel engagement models.
- **Strategic Role**: Professionals holding decision-making or influential positions (such as Brand Managers, Product Managers, Digital Marketing Heads, and Regional Sales Managers) were included, as these roles provide strategic input and operational oversight on omnichannel campaigns.
- **Functional Diversity**: Balanced perspective, efforts were made to include participants from both marketing and sales departments, allowing the study to explore the degree of cross-functional alignment in omnichannel implementation.

Results and Discussion

The synthesis of insights from primary research (interviews with eight industry professionals) and secondary data to identify key themes and evaluate the effectiveness, challenges, and outcomes of omnichannel marketing strategies in the pharmaceutical sector. The findings are discussed across three major segments: HCP engagement, patient engagement, and organizational readiness.(Sudhinder Singh Chowhan, 2020)

HCP Engagement Strategies

Preferred Channels

All experts emphasized using email campaigns, WhatsApp, webinars, and CRM dashboards as the most effective tools to engage HCPs.

Every respondent still relies on email campaigns, but WhatsApp messaging and webinars or virtual CMEs aren't far behind, each used by 87.5% of those surveyed. Three-quarters (75%) leverage CRM platforms like Veeva for tracking and insights, while half (50%) deploy e-detailing tablets in face-to-face meetings. Social media channels such as LinkedIn lag, with only one in four (25%) tapping those networks for HCP engagement.

Channel	% of Respondents Using
Email Campaigns	100%
WhatsApp Messaging	87.5%
Webinars/Virtual CMEs	87.5%
CRM Tools (e.g., Veeva)	75%
E-detailing Tablets	50%
Social Media (LinkedIn)	25%

Table 4 Most Used Channels for HCP Engagement

Metrics Tracked

Companies evaluate HCP engagement using a range of KPIs to optimize campaigns and field-force efforts.

KPI	% of Respondents Tracking
Email Open/Click Rate	24.1%
Rep-HCP Interaction Frequency	20.7%
Prescription Intent Surveys	13.8%
Channel-wise ROI	13.8%
Webinar Attendance	17.2%
Content Time Spent	10.3%

Table 5 HCP Engagement Metrics Used

Most companies still focus on classic email metrics, 24.1% of respondents track open and click-through rates, while about one in five (20.7%) monitor how often reps and HCPs interact. Webinar attendance follows at 17.2%, and prescription-intent surveys and channel-specific ROI each account for 13.8%. Time spent on content trails behind at just 10.3%, suggesting that deeper engagement analytics remain an underutilized opportunity.

Patient Engagement Strategies: Patient-Centric Channels and Tools

Most patient-facing omnichannel initiatives rely on YouTube, SMS, mobile apps, and telemedicine platforms.

YouTube is the go-to channel that nearly every team (7 out of 8) incorporates into their outreach. At the same time, WhatsApp and dedicated patient-support apps follow closely behind, each used by 6 of 8 respondents. Email remains a staple for most (5 of 8), and SMS reminders still play a role, though only half of the group (4 of 8) tap into text-message nudges. This mix suggests that rich, on-demand video content leads the pack, with instant messaging and app-based support not far behind, leaving more traditional reminders to round out the omnichannel toolkit.

Summary of Expert Opinions (Qualitative Themes)

Today's most effective omnichannel playbook weaves together emails, webinars, WhatsApp outreach, dedicated apps, and telemedicine to meet healthcare professionals and patients wherever they are. Teams track success through familiar metrics, open and click rates, time spent on content, prescription-intent surveys, and channel-specific ROI, while wrestling with digital fatigue, patchy CRM adoption, and inevitable regulatory slowdowns. On the patient side, localized YouTube videos in regional languages, timely SMS reminders, and conversational chatbots have proven especially engaging. Underpinning it all are powerful platforms like Veeva, Salesforce, Marketo, and the WhatsApp Business API, deployed responsibly alongside clear disclaimers, informed-consent workflows, accredited hosting sites, and messaging fully compliant with India's PDPB.

Theme	Key Insights
Best Channels	Emails, webinars, WhatsApp, apps, telemedicine
Metrics Used	Open rates, time on content, Rx intent, ROI
Challenges	Digital fatigue, CRM adoption, and regulatory delays
Effective Patient Tactics	Vernacular YouTube content, SMS follow-ups, chatbots
Tech Tools	Veeva, Salesforce, Marketo, WhatsApp Business API
Ethical Practices	Disclaimers, consent forms, certified platforms, PDPB-compliant messaging

Table 6 Summary of Major Themes from Interviews

Discussion

In India, pharma companies have leaned into WhatsApp to stay connected with doctors, especially in smaller towns, where LinkedIn or email often miss the mark. That said, email and traditional CRM platforms still form the backbone of most digital outreach, echoing Veeva's finding that about 60% of healthcare professionals worldwide prefer digital touchpoints. On the patient side, we're seeing smart innovations like videos in local languages and mobile app efforts, which are not unlike GSK's successful Shingrix campaigns.(Chowhan, 2015). Yet even with powerful tools, many organizations struggle internally: content calendars aren't synced between teams, and shared performance metrics are rare.

Conclusion

Pharma marketing has entered a new era. No longer satisfied with one-off sales calls or isolated campaigns, companies are weaving together data-driven digital channels and traditional field activities to create seamless experiences for doctors and patients. With a centralized CRM, AI-powered personalization, and tight collaboration between sales, marketing, medical affairs, and compliance, omnichannel approaches drive stronger engagement, better prescribing intent, and more lasting trust.(Chowhan, 2016)

Globally, heavyweights like Pfizer, Roche, and Novartis have already shown what's possible with sophisticated AI-driven outreach. In India, innovators such as Glenmark, Lupin, Sun Pharma, and Mankind are carving out their niche by focusing on mobile-first tactics, regional language content, and platforms like WhatsApp or telemedicine services. Yet hurdles remain: many field teams aren't fully plugged into digital strategies, AI tools often go underused, and regulatory checklists can slow down personalization.

The bottom line: In today's crowded healthcare landscape, omnichannel isn't an optional extra; it's essential. The technology is there, but success boils down to flawless execution: aligning cross-functional teams, crafting genuinely helpful content, reacting in real time to what doctors and patients do, and continuously refining tactics based on solid data. Above all, pharma brands must remember that HCPs and patients aren't just targets but partners who expect value from every interaction. Get that right, and omnichannel marketing becomes a powerful force for better outcomes for businesses and those they serve.

Presentation or awards at a meeting
No presentations or awards have been given.
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The authors declare no conflict of interest.
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