

Taking the Pulse with Omnichannel Engagement

Data-Rich, Insight-Poor



Explosion of Data, boosted by AI

The core shift is not just volume, but heterogeneity



Limited insights on customer experience

Shifting from broadcast campaigns to adaptive journeys



Disconnect between Pharma & Customer

Pharma still operates in channel silos and brand-centric planning models

Our perspective



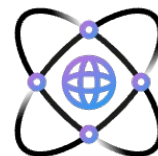
Data alone does not support clinical decision-making

Critical to capture the moment along customer journey



Insight does not change behavior, action does!

Impact and feedback loop are the true measures of success



Taking action now

Getting customer-first engagement



Customer Experience & Omnichannel Excellence

From Insight to Impact Across the Customer Journey

As healthcare portfolios grow more complex and customer expectations continue to evolve, life sciences and pharmaceutical companies must move beyond **channel-centric engagement models**.

Today's customers, including HCPs, patients, and stakeholders, expect **personalized, relevant, and seamless omnichannel experiences** across every touchpoint. Fragmented interactions no longer deliver impact.

To achieve true **customer-first engagement**, organizations need more than channel activation. Success requires deep customer insights, a clearly defined omnichannel strategy, continuous performance measurement and optimization across the lifecycle.

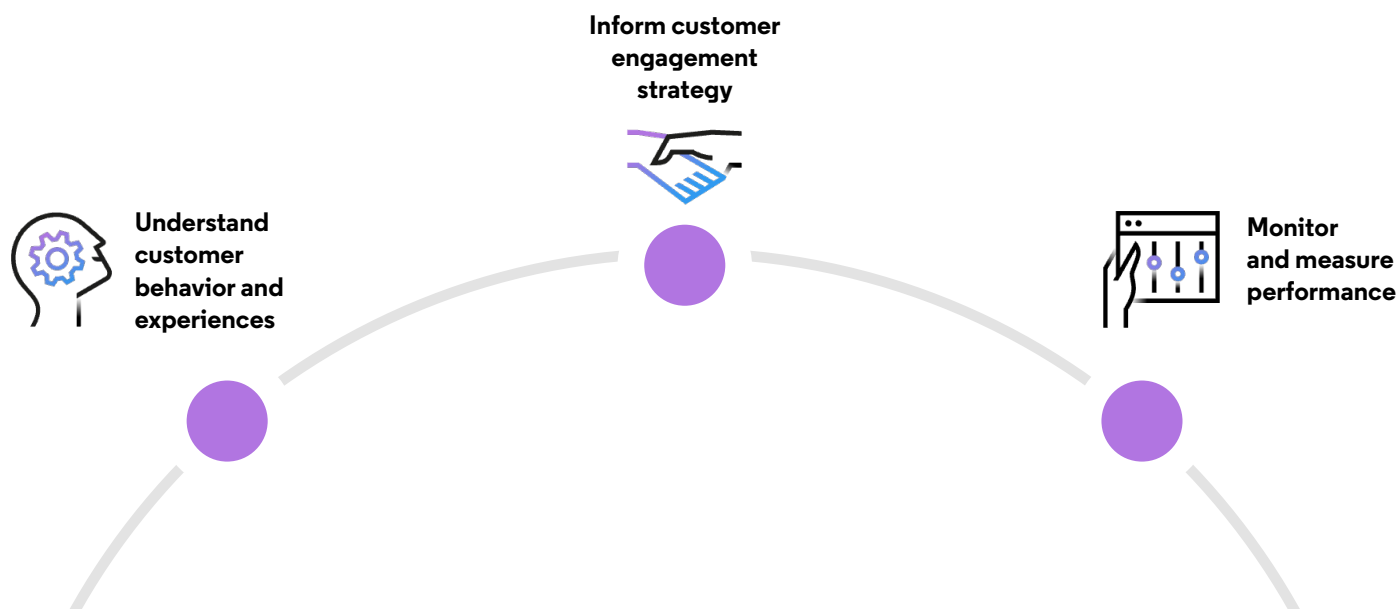
Leading life sciences organizations partner with Clarivate to:

- Understand how **HCPs, patients, and stakeholders** seek information and make decisions across channels
- Develop a **customer-first omnichannel strategy** grounded in real-world **behaviors**
- Identify **high-value moments and intervention points** across the customer journey
- **Optimize content, channel mix, and sequencing** by persona, market, and lifecycle stage
- Move **from insight to execution** with measurable impact and ROI

TAKING THE PULSE™ Custom

Built on **17+ years of high-quality data and insights**, Clarivate's *TAKING THE PULSE™* enables organizations to connect insight generation, strategic design, execution planning and performance measurement.

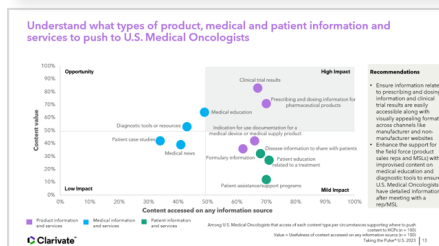
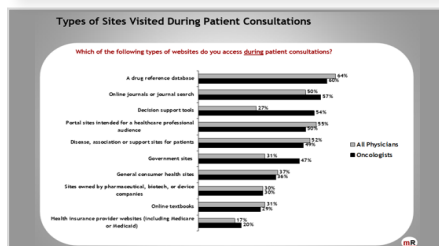
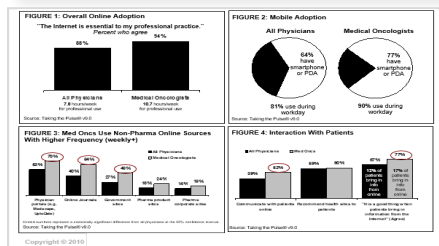
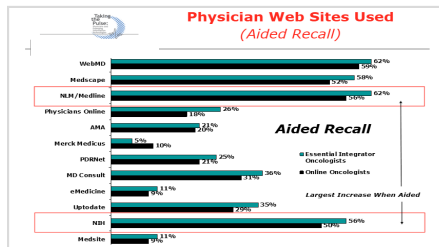
Our enhanced **TAKING THE PULSE™ custom approach** is designed to meet your specific needs:



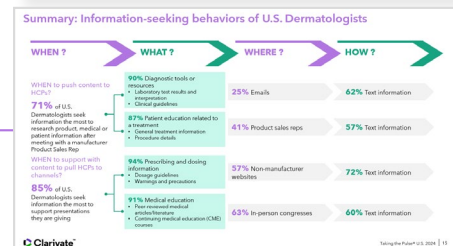
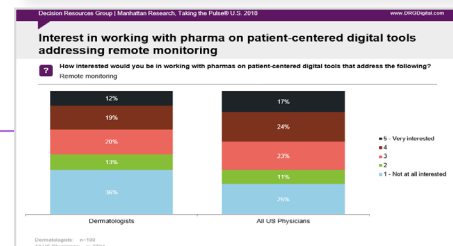
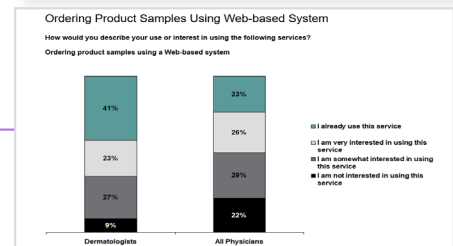
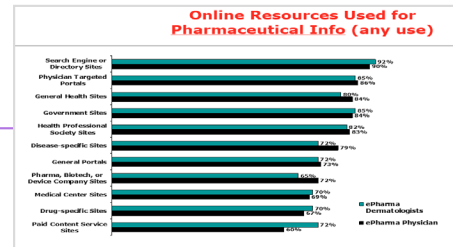
The Impacts of Taking the Pulse™ Custom

For 17+ years, we've been **TAKING THE PULSE™** to understand customer information seeking behaviors and inform customer engagement across channels

TAKING THE PULSE™: Medical Oncology



TAKING THE PULSE™: Dermatology



But insight today needs to go further:

- tailored to real customer needs
- connected across channels
- designed for action — not reporting

That's why **TAKING THE PULSE™** Custom is evolving to:

- understand behaviors** and experiences across omnichannel journeys
- inform engagement** and channel strategy
- monitor performance** over time — not just snapshots

Our Competitive Advantage

Clarivate delivers **data-driven, actionable omnichannel strategies** that go beyond traditional insights:

- End-to-end **omnichannel intelligence** from insight to execution
- Proven **TAKING THE PULSE™** methodology with 17+ years of expertise
- Extensive data** across patients, HCPs, markets, and digital channels
- Peer-to-peer consulting** combining industry and strategic expertise
- Decision-ready insights** - not just dashboards



Understanding customer behavior and experiences

A custom approach available across therapeutic areas and geographies (US, EU5 and more)

Customer Information Seeking Behaviours

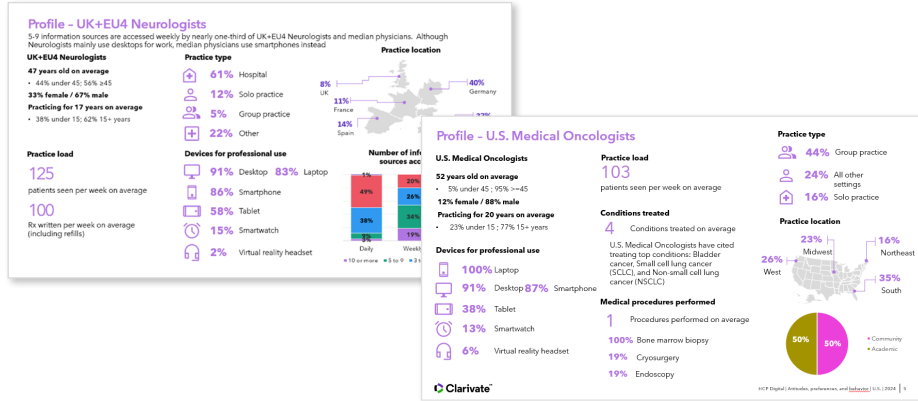
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Competitive Brand Assessment

- Built on proprietary **TAKING THE PULSE™** Custom methodology to evaluate HCP and/or patient information-seeking behaviors and influence patterns by channel and content, content type, content segment, informational unmet needs, and preferred UX/UI elements.
- Combine with competitive intelligence by evaluating competitive omnichannel strategies and understanding the best-performing assets

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Primary Market research



Illustration

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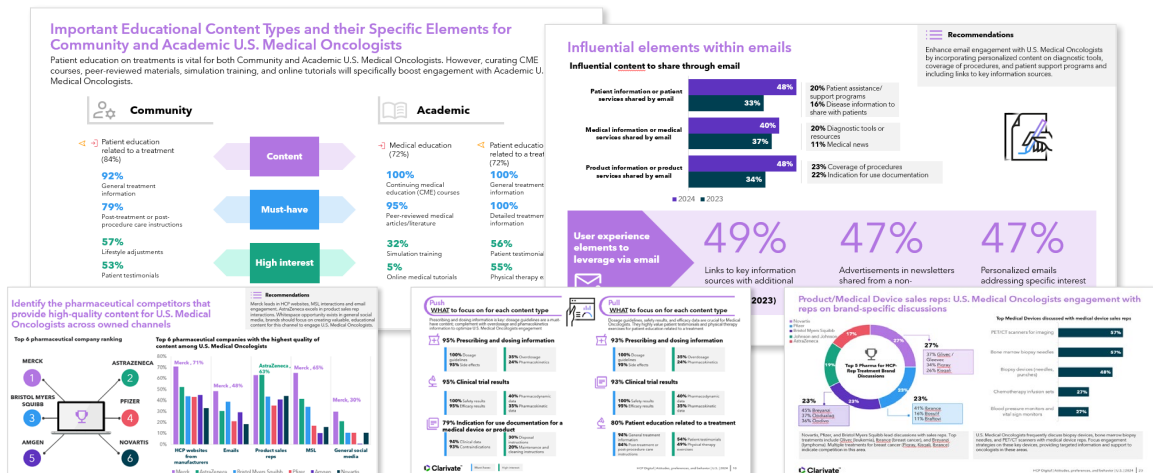
Competitive Landscape Understanding



Illustration

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Insights & Recommendations



Illustration

Case study: Maximizing omnichannel engagement amongst Oncologists

Clarivate empowers life sciences organizations to unlock the full value of **customer experience and omnichannel engagement** - transforming insights into measurable growth.

Scope

Geography: US

Audience: Oncologists

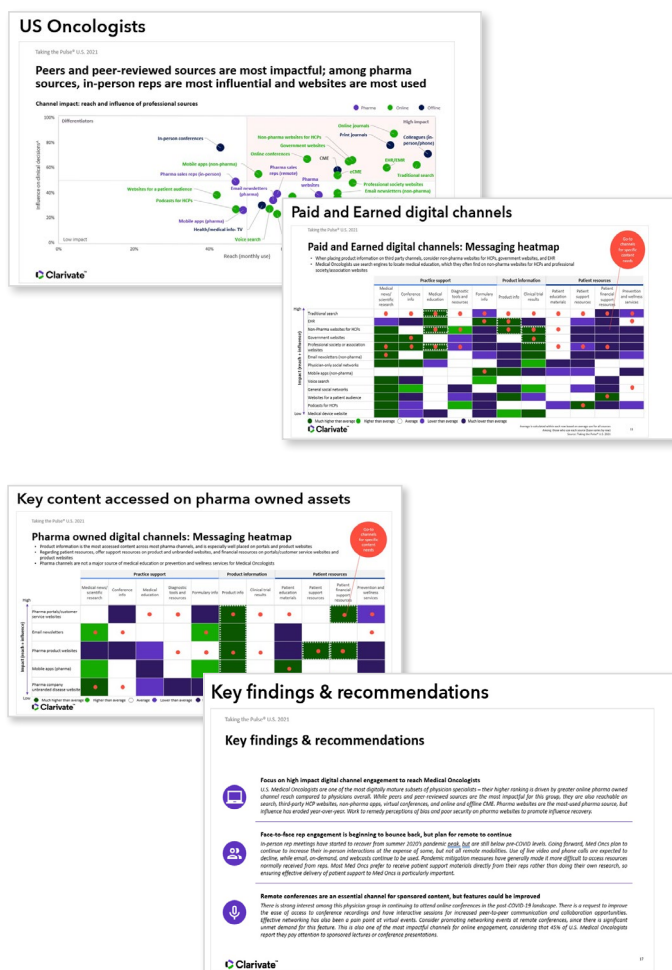


Objectives

1. **Identify** factors affecting oncologist user experience.
2. **Uncover** best performing assets, channel mix and user experience gaps.
3. **Determine** key circumstances aligned with multichannel use.



Deliverables



Our Solution

- **PMR and digital analytics** to evaluate information seeking patterns and map channel preferences.
- **Surfaced oncologist perceptions**, competitive best practices and white spaces.
- **Identified opportunities** for brand/TA-specific digital investments.



Impact

Understand informational unmet needs in the digital ecosystem of oncologists to:

23%

Increase in engagement with their sponsored content

18%

Increase in traffic to their local websites

13%

Increase in remote engagement with their sales team



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