

## CognitiveSpark™ for Marketing

Optimizing promotions and brand activation for life science leaders

Life sciences companies increasingly rely on omnichannel marketing in all its forms. You want to deliver precise, personalized patient and health care provider (HCP) interactions. Plus, you want to optimize a return on every dollar you spend. Take a closer look at how ConvergeHEALTH CognitiveSPARK for Marketing leverages AI to boost patient and HCP engagement, deliver more insight on brand performance, and improve digital value measurement.

### Module

### Impact



#### Closed loop measurement

Measures omnichannel campaign performance and quantifies return on investment.



#### Multi-touch attribution

Identifies under-performing campaign attributes and optimizes campaign spend.



#### Content personalization

Uses messages and creative attributes to advance your goals.



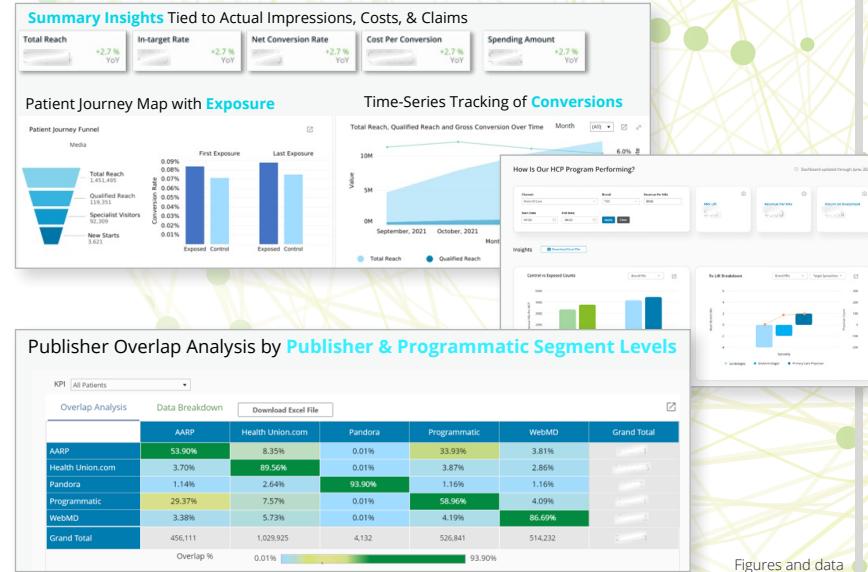
#### Signal detection

Targets audiences with the right message at the right time based on their behavioral signals.



#### Next-best action

Orchestrates measurement and predictive insights across channels to maximize conversion and script lift.



Figures and data are illustrative

### Making AI-powered marketing decisions at scale

CognitiveSPARK for Marketing is a cloud-based platform that can help life sciences brands and portfolios optimize promotions and brand activation. It features a focused set of marketing modules built off campaign, behavioral, and medical claims data—connected in a manner that ensures data privacy, patient safety, and security.

Unlike other products, CognitiveSPARK for Marketing is easy to activate, quick to deploy, and can integrate within your existing marketing analytics ecosystem to generate insight and inform marketing spend across multiple channels. Armed with this insight, life sciences marketers can answer the critical questions that drive a return on their digital marketing investments, including:



**What channels should I invest in?**



**Which content is right for which customer?**



**Who should I engage with—and when?**



**How can I optimize my advertising spend?**

**Do these marketing challenges sound familiar?  
CognitiveSpark for Marketing can help you!**

- New product launch:** Am I efficiently reaching targeted patients and HCPs across all digital channels?
- Physician omnichannel non-personal testing and evaluation:** How do I leverage internal and external data to customize campaigns across channels, messages, and field force interactions?
- Social determinants of health:** How can I measure the impacts of health equity on campaign reach and responsiveness?
- Media overlap evaluation:** How do I compare one publisher to another to avoid waste and optimize the efficiency of my campaigns?
- Telehealth/pandemic impact:** How can I assess whether target patients and HCPs are using telehealth encounters—and assess the impact on brand adoption?
- Payer impact:** What payer types are rejecting Rx claims and why? And how is this limiting my campaign impact?

# Case study

## Elevating marketing ROI for a blockbuster life sciences brand

**Opportunity:** A large life sciences company was looking for a solution to replace its incumbent marketing agency. Why? Increasing costs were not translating to growth.

**Impact:** With CognitiveSPARK for Marketing, the company gained a detailed analysis of why certain marketing channels or content performed well or poorly with patients. It also received weekly guidance on how to allocate budget to be more cost-effective while generating more prescriptions. In fact, with CognitiveSPARK for Marketing, the company realized:

### 22% overall increase

in annual new drug prescriptions (NRx)

### 11% reduction

in average spend

**\$1.8M** in estimated net cost savings per year

**13 months** to break even on the initial setup investment

## Is your brand right for CognitiveSPARK for Marketing?



### Brand challenges

- Patient conversion
- Patient adherence
- Next-best action



### HCP adoption

- Brand milestones
- New product launches
- Upcoming patent expiry
- Market share or growth stagnation



### Incumbent solution limitations

- Black-box
- Limited configurability
- Inability to access underlying data

## AI solutions for life sciences leaders

AI will likely be most impactful when deployed strategically and scaled across the entire enterprise. That's why Deloitte is developing AI offerings that span the life sciences value chain—from molecule to market—through our CognitiveSPARK suite.

Deloitte offers a robust, integrated suite of AI-driven capabilities, solutions, and products, built on a common platform, that can enable new transformative opportunities, drive operational efficiency, fuel business growth—and importantly, benefit patients.

Our key AI solutions can help biopharma:

- Automate data management for clinical trials
- Improve manufacturing yield and product quality
- Leverage patient-generated insights for product enhancement
- Power precision engagement in marketing

Let's start the conversation.

Visit [www.deloitte.com/cognitivespark-marketing](http://www.deloitte.com/cognitivespark-marketing) or contact us for more information.

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