The Life Sciences landscape has undergone dramatic change in recent years and is faced with enormous pressure to reduce costs, optimize resources, and market to customers more intelligently.

At HighPoint, we understand that in order to successfully realign the business model to respond to these pressures, Life Sciences marketers must find more effective ways to reach and understand their audiences. Dynamically addressing customer needs is difficult in highly regulated industries, presenting challenges never previously encountered. Marketing success in this environment requires different thinking and different capabilities. In order to provide real value to the customer, marketing requires internal collaboration with the full spectrum of stakeholders and external collaboration with health systems, biotech, academia, payers and governments.

In order to centralize capabilities which have historically existed in mutually exclusive silos, Life Sciences organizations must restructure themselves operationally, technologically, and culturally. Integrating marketing services at the enterprise level will help organizations prioritize investments, create cost efficiencies and most importantly, help companies understand what their customers truly value. A Marketing Center of Excellence (COE) is the framework which supports this new model but the creation of one must be approached with caution and patience. Organizational redesign does not happen overnight. It requires consensus-building, stakeholder alignment, and the creation of a structure which is not largely organized around the siloed allocation of marketing funds.

About HighPoint Solutions

HighPoint is a management consulting and technology services firm. Our team delivers world class expertise in consulting, technology implementation and cross-functional stewardship to leading companies across industries and organizations.

HighPoint partners with clients leading to business optimization, empowerment, and superior performance in today’s fast-paced market environment. We help organizations operate more efficiently, relate more effectively to customers, and manage risk. Our innovative solutions put our clients ahead of their competition and ready them for the challenges they face today – and the opportunities they can anticipate tomorrow.
Our team focuses on the disciplines that enable marketing strategy, drive efficiency, and measure and deliver better performance for your organization. Our vision and perspective tailor these disciplines to meet today’s healthcare business challenges. HighPoint believes supporting the new dynamic of understanding how customers “buy” and what they perceive to be valuable is the key to your success in meeting these challenges.

- Solid analytics to optimize marketing channel mixes and better leverage resources and investments
- New communication channels and sources of social information to engage customer advocates
- Evolving regulatory compliance mandates tracking and reporting of spend data
- Streamlining business operations requires greater access to trusted sources of information
- Delivering the complete value of your information through a marketing COE that is managed, governed and stewarded as the valuable asset it is
- Customer-centricity that is based on the Customer Experience Continuum

In business, it’s all about growth – in healthcare, it’s also about outcomes. At HighPoint, we help organizations operationalize themselves to support the new marketing paradigm to drive results today and position you for success tomorrow. Our team has developed the marketing strategies, infrastructure and analytics that have been used to adapt to the healthcare model for the future.

Our Services Include:

Marketing Center of Excellence Strategy – Analyzing and refining business process and technology to deliver a complete view of key influencers in the healthcare network; Utilizing new sources of information and evolving technologies to deliver on the promise of a Marketing COE

Advanced Analytics – Helping teams more rapidly integrate disparate sets of data utilizing novel technologies to provide actionable insights in very short timeframes

Multi-channel Marketing (MCM) – Identifying and leveraging new channels to communicate with patients, advocates and health care practitioners, and using knowledge gained through those interactions to evolve the customer experience to become a “human” experience

Data Harmonization and Standardization – Evaluating the acquisition and integration of data assets to ensure data is purchased and integrated once thereby minimizing cost and increasing speed to deliver

Ideas, Action, Results – We believe these are catalysts for success. We partner with our clients to develop ideas that align with their business needs, act upon those ideas to develop strategy, and execute against those strategies to deliver results – together.