

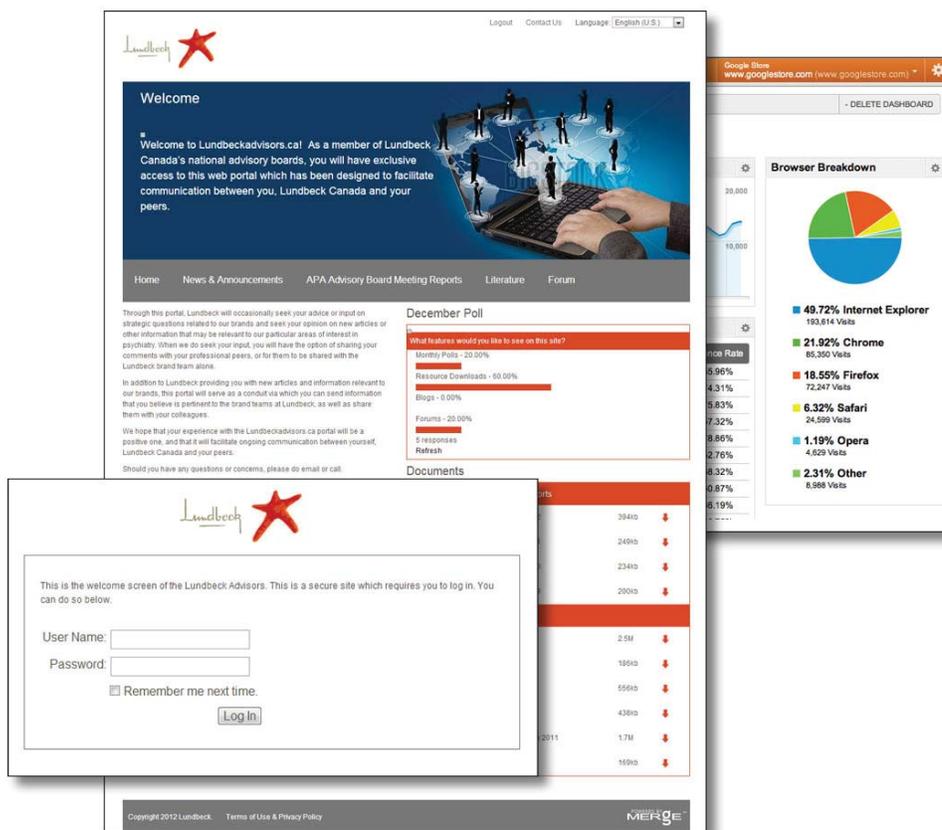


"Our collaboration with Merge has been enjoyable; they bring a lot of good ideas to the table. Combined with their expertise in technology we look forward to working with them in the future. It is comforting to know that when we have a request it gets turned around quickly, I would definitely recommend their services to others looking to expand their online offerings."

-Steve Babiak
Global Product Strategy and
Portfolio Development

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Background

Lundbeck Canada is a subsidiary of H. Lundbeck A/S, an international research-based pharmaceutical company which focuses on diseases of the Central Nervous System and most recently, oncology. Based in Montreal, Lundbeck Canada has been part of the Canadian pharmaceutical industry for more than a decade and markets products for the treatment of depression, anxiety, Alzheimer's Disease, schizophrenia, bipolar disorders, and a product for the treatment of chronic lymphocytic leukemia and non-Hodgkin Lymphoma.

The Challenge

Live and in person advisory meetings are expensive and require a great deal of planning and internal resources to manage. The client team at Lundbeck wanted to launch a portal framework that would allow them to engage with their national Key Opinion Leader's (KOLs) on a more regular frequency throughout the year.

The site needed to be easy and intuitive to use for KOLs, presenting them with quick access to relevant content. The challenge was to create a community that would be secure and flexible from a content and user management standpoint as well as scalable for the inclusion of future brands. Reporting and analytics were also important as Lundbeck's client centric approach needs to be supported by tools which will determine adoption as well as value to the user.

Implementing a Solution

After initial discussions with Lundbeck stakeholders MERGE proposed putting a scalable web portal in place to support the needs of various communications initiatives with Lundbeck KOLs. A secure and simple to navigate intuitive design was implemented providing feature sets such as online polling, digital asset management, feedback utilities and community applications was determined to be the most effective method of engaging KOLs.

Benefits

The key benefits of the program are to allow the Lundbeck brand team to engage with key stake holders regularly throughout the year. The MERGE platform has provided Lundbeck with a dynamic platform intended to accommodate a unified engagement methodology with the flexibility to alter content quickly based on user and brand needs. Supporting both English and French the system covers the breadth of activities and feedback required to properly manage and disseminate communications with KOLs.

ROI

There is growing and increasingly urgent need for a strategic approach to managing KOL programs online. Innovative companies such as Lundbeck are beginning to invest in online frameworks to facilitate an ongoing dialogue with KOLs. When we look at the value proposition of programs such as this we can isolate a number of areas where a tangible return on the invested can be identified as outlined below.

- Centralized repository of information and knowledge
- Integrated communications allowing for a proactive as opposed to reactive communications approach
- Tracking of KOL honoraria
- Self-service information model
- Tracking and measurement of key activities
- Cost effective approach to more frequent interactions with KOLs
- Alignment with organizational goals
- Dynamic environment facilitating a staged rollout of activities

Learn more about how MERGE can help your organization solve real business problems, strengthen relationships, and amplify marketing ROI:

Call Toll Free:
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