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Digital Transformation in Omnichannel era: It is people that need transformation not technology

Digital technology has emerged as a powerful solution enabler of three major confounders of pharma industry's scientific communication problems: (a) Proximity of the communicators (b) Synchronicity at the time of communication and (c) Amplification of the message. However as messaging becomes more amplified, asynchronous and proximity independent, it has an inverse effect on message clarity and personalization that often leads to lack of credibility of the message.

This presentation aims to define the changing OMNICHANNEL communication landscape, as it applies to the Pharmaceutical industry, identify various communications tools available within each channel and attempts to define strategies on customer preference to specific types of channels aligned to their particular communication needs. It will also make the case that, it is not the availability of technological solutions within each channel that should define how we communicate with our scientific peers, rather the preference and appropriateness of the tools available, to the people we are communicating with. The presentation will also discuss strategies on how to differentiate between Virtual platforms (which are often just surrogate for realtime physical presence) and true Digital platforms which are both independent of geographical proximity and time, as it applies to Pharmaceutical communication. The presentation will finally make the case that, the focus of Digital transformation in the context of the Pharmaceutical industry, should be on Transformation of PEOPLE to accept digital technology rather than the transformation of technology itself.

Biography:

Raweesh Chaudhary is a pharmacist and an MBA with over 27 years in the pharmaceutical industry spread across three different countries and two different continents, in multiple roles with progressive responsibilities (Product management, field based commercial and medical roles and strategic medical director roles). Raweesh currently works as a strategy director of Medical Excellence at Biogen inc. Based out of USA. This presentation is Raweesh's personal opinion and he is not speaking on behalf of Biogen.



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