The Pharma Technology Playbook

Discover how data, AI, and an integrated life sciences platform* can help power innovation and uncover efficiencies.

Pharmaceutical companies must continue to drive innovation, even in the face of enormous challenges. From increased pressure in drug pricing to reimbursement constraints to the competitive nature of biosimilar products, success depends on a company's ability to take advantage of data and AI technologies to increase efficiencies and reduce costs – all while continuing to deliver connected care and curated experiences, at scale.

In this guide, you'll learn how Salesforce's AI-powered life sciences platform* can fuel innovation, drive internal efficiencies, and help deliver the kinds of experiences patients and consumers have come to expect. Salesforce's life sciences solutions have made it possible for pharmaceutical organizations to increase productivity, turn insight into action, and empower teams to make data-driven decisions across clinical, marketing, sales,* and support teams.

The end result? A more efficient, relationship-driven and innovative operation that benefits consumers, employees, partner organizations, and the bottom line.

Read the guide to discover how data, AI, and an integrated life sciences platform* can help power innovation and uncover efficiencies in everything from day-to-day operations to clinical trial management to advanced gene therapy treatment, and more.

Contents

Harmonize Data, Unite Teams, and Connect Experiences

The path to success is paved with connected experiences. However, as it stands, many pharmaceutical companies still rely on costly, aging, and disconnected internal systems. These data silos create a disjointed experience, and make it difficult to obtain a complete view of customer and patient information. This not only hinders the ability to innovate and develop meaningful relationships, it diminishes productivity, creates inefficiencies, and makes it difficult to deliver the types of experiences your customers have come to expect. Salesforce solves these issues by harmonizing data to connect stakeholders, systems, and experiences on a single platform. Unified profiles provide a complete view of every customer, enabling stakeholders to collaborate more efficiently, thereby reducing complexities and inefficiencies, and increasing the pace of innovation. This means:

- Your manufacturers, logistics providers, and payers can easily collaborate to deliver more personalized care

- Your trial teams can better connect to patients and lower attrition to speed up clinical trials

- Your service, sales, and marketing teams can take action anytime, from anywhere on whatever channel your customer or healthcare partners prefer*

- Service agents can maximize productivity, easily find the data they need, and get critical information to providers more quickly

In short, the life sciences platform* becomes a source of truth. It helps drive awareness and support with providers, delivers enhanced experiences to customers, and provides your organization with actionable insights and generative AI capabilities with the potential to reduce administrative burden, increase accessibility, and curate trusted care.

A life sciences platform* assures that you are maximizing productivity, building meaningful patient and provider relationships, and creating a model for engagement at scale.

49%

Cited inaccessible, or siloed data, as a roadblock.

3.6 million

Phase III clinical trials currently generate an average of 3.6 million data points, three times the data collected by late stage trials 10 years ago.

Tufts Center for Study of Drug Development, 2021

CHAPTER 02

Use AI to Surface Data Insights

Pharma organizations have more data than ever before. However, in order to make that data actionable, they need a way to access, organize, and integrate it across systems. AI is only as good as the data it has to draw from. In fact, connecting data in a holistic and secure manner is the key to smarter, more efficient AI capabilities. What's more, combining data, AI, and a life sciences platform* makes it possible to do everything from accelerating drug discovery and optimizing clinical trials to improving sales performance** and helping patients achieve expected outcomes.

Generative AI complements traditional AI by streamlining processes within medical information management, service center operations, and engagement through capabilities like generated email responses, automatic case summarization, and AI-built knowledge bases.

Together, predictive and generative AI capabilities can boost productivity and enable more personalized care at scale by giving pharma organizations the ability to:

- Predict noncompliance and suggest the best methods for intervention

- Streamline healthcare provider (HCP) inquiries across channels by obtaining, searching, and identifying best-matching documents for omni-channel HCP requests

- Identify and recruit candidates for clinical trials and generate protocols

- Deliver personalized engagement and support programs for patients

While AI is an exciting and worthwhile tool, it must also be used responsibly and securely. This is why our foundational secure infrastructure and end-to-end encryption is so critical to protecting trust, mitigating the risk of model hallucination, and delivering relevant, personalized output for users. Taking a compliance approach to technology keeps regulatory statutes front of mind and ensures the highest level of protection at every level. So, whether you're securing patient data to meet HIPAA or GDPR standards, or building best-in-class integration capabilities to connect disparate health data and medical devices, you can feel confident that data is secure and protected.improve your patient support programs. It's also the key to gaining a competitive edge. Predictive analytics and "next best action" recommendations empower your sales reps to better target physicians and give them a leg up when it comes to competing in the current market.

More than 2/3

of healthcare and life sciences workers say AI is important to their organization's future

CHAPTER 03

Engage Distributors and Providers

Pharmaceutical companies have been greatly impacted by the consolidation of larger health systems. Decisions on drug utilization are now made in a centralized manner with restricted access. This requires that pharmaceutical companies adopt an omni-channel strategy that connects data and integrates systems so they can reach distributors and providers with the right message, at the right time, on the right channel.

Salesforce provides this capability. We enable pharma companies to streamline processes and connect everything from engagement with clinical trials to interactions with providers to patients via care programs. This means they can deploy relevant communications, answer customer questions, and address concerns anytime, anywhere, on any channel. This is especially important for things like cell and gene therapies which involve complex scheduling and require a lot of back-and-forth coordination.

Built-in analytics and AI allow pharmaceutical companies to use past learnings to drive awareness and support, scale personalized communications, and ensure providers get relevant information when they need it most. It also makes it possible for them to save time and boost productivity through automatically generated responses, meeting summaries, customized AI assistants, and human-like chatbots. Lastly, these technologies make it possible for pharma organizations to accurately track marketing and sales performance, and then use those findings to adjust strategy, enlighten sales teams, and ultimately boost business outcomes.

Amara Igwe   ·   1h

My patient is interested in your clinical trial. Have someone call with details.

Laura Davis   ·   1h

I'll get that scheduled ASAP.

SOLUTION SPOTLIGHT

Advanced Therapy Management Solution

Improve care, increase collaboration, and reduce costs.

Streamline cell and gene therapy processes for improved outcomes and lower costs, including:

- Simplified multi-step scheduling

- Chain of custody and identity management

- Unified therapy command center

- Process orchestration across the therapy lifecycle

- Outcome Management

- Stakeholder Education

Powered by:

Life Sciences Cloud
Connect data and teams to optimize relationships from clinical through commercial

Experience Cloud
Quickly launch data-powered sites, portals, and apps

Marketing Cloud
Personalize experiences and optimize campaigns

MuleSoft
Deliver critical insights and drive efficiencies

CRM Analytics for Health Cloud
Gain insights that power data-driven health decisions

Slack
Unite teams in a single, HIPAA-compliant workspace

AppExchange
Extend solutions with health and life science partners

CHAPTER 04

Create Strong Patient Relationships

Patients expect their healthcare experiences to be personally tailored to their individual circumstances. They want access to information about, and support for, their medications, and they want it delivered in a dynamic, omni-channel manner.

Data, AI, and a life sciences platform* power the experiences and engagement patients desire. They allow pharma companies to help patients manage conditions and navigate complex healthcare journeys, while also giving their employees the tools they need to increase productivity, find efficiencies, and drive innovation. An integrated life sciences platform allows pharma companies to:

- **Scale therapeutic-specific programs:** Lower the operational costs of maintaining patient services and programs across brands and therapeutic areas.

- **Boost stakeholder and customer experiences:** Trusted, HIPAA-compliant, secure, and ethical AI enhances communication, coordination, and care while assuring your data never leaves the Salesforce environment.

- **Track program performance:** Use built-in analytics and AI, powered by real-time, real-world data, to provide predictive recommendations that work to better patient outcomes.

- **Create connected, personalized care:** Coordinate onboarding, verify insurance, provide support, and improve

program adherence without having to toggle between systems/screens.

Save time and money with self-service portals

Self-service portals are a must. People are used to having them in other industries and they expect them from their healthcare providers as well. Data, AI, and a life sciences platform* make it possible for health organizations to deliver self and assisted service tools, enabling people to get onboarded to new therapies, facilitate self-help journeys, and increase visibility and transparency into their healthcare journey. You can also implement AI-powered chatbots to analyze content from customer conversations and/or your organizations knowledge base in real time, and then provide AI-generated replies. Ultimately, these solutions act as scalable information centers with the ability to reduce administrative burdens, increase adherence, and save your company both time and money, without sacrificing the customer experience.

<25%

Patients are consistently eager for communications and services that make their lives easier, and yet less than 25% of medtech and pharma organizations are providing such services

SOLUTION SPOTLIGHT

Enhance Patient Services Solution

Elevate patient engagement, efficiently.

Boost productivity and lower costs by bringing pharmaceutical teams closer to patients and healthcare providers*

- Get patients on therapy faster with streamlined patient engagement processes

- Drive patient service team collaboration to improve outcomes

- Make data-driven improvements and drive cross-team efficiencies

- Accelerate innovation and ensure compliance

Powered by:

Salesforce Platform
Seamlessly integrate systems and data sources

Life Sciences Cloud
Connect data and teams to optimize relationships from clinical through commercial

Experience Cloud
Quickly launch data-powered sites, portals, and apps

Marketing Cloud
Personalize experiences and optimize campaigns

MuleSoft
Deliver critical insights and drive efficiencies

CRM Analytics for Health Cloud
Gain insights that power data-driven health decisions

Speed Up Clinical Trials

Clinical trials pose a consistent challenge for pharmaceutical companies, both practically and financially. Difficulties in patient recruitment and retention require more trial sites, which often result in rising costs (this is why decentralized trials have become so attractive). Furthermore, the fact that fewer patients are randomized at late-stage, large-scale phases of studies results in the biggest expense of all: lost time and market opportunity.

Connecting trial teams, patients, and clinical data in one central location helps solve many of these issues. An integrated life sciences platform* connects data across systems, giving companies a 360-degree view across the entire trial process. This helps them adequately track and address every phase of development from study start-up to trial management to product release. It puts innovation front and center, fast tracks results, and enables companies to:

- **Recruit easily:** Communication and interaction capabilities layered into the health platform allow companies to easily recruit and enroll patients with tools that quantify and evaluate patient suitability.

- **Identify and activate the right sites:** Ensure successful studies with site management from onboarding to clinical trial completion.

- **Foster collaboration:** A patient portal and associated apps serve as a centralized place to share information and collaborate securely during every phase of clinical development.

- **Get real-time reporting:** Operational reporting dashboards give updates on enrollment and dropoffs, while predictive analytics can determine the next best steps to take and generative AI can continually update protocols based on real-time results.

- **Establish efficient workflows:** Create better workflows and faster approval for therapies by integrating data from multiple systems.

- **Enable decentralized trials:** Create virtual opportunities that broaden access by bringing trials to the patient and decrease trial investigator workload. This allows companies to recruit from more diverse populations, create more inclusive studies, and find therapies that better serve a wider swath of the population.

- **Work toward health equity:** Account for social determinants of health to proactively solve issues that might create a barrier when enrolling more diverse patient populations.

72%

72% of patients would like information about clinical trial opportunities, yet only 13% of pharmaceutical companies provide it.

SOLUTION SPOTLIGHT

Accelerate Clinical Trials Solution

Enable faster innovation and better integration.

Unify teams and data to speed up recruitment, prevent attrition, ensure compliance and achieve greater transparency

- Recruit and keep more patients

- Identify and activate the right sites

- Connect trial teams, patients and clinical data for greater transparency

- Increase collaboration

- Gain a complete view of the entire trial process

- Increase compliance and engagement

- Seamless scheduling, enrollment and screening processes

Powered by:

Life Sciences Cloud
Connect data and teams to optimize relationships from clinical through commercial

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Quickly launch data-powered sites, portals, and apps

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CONCLUSION

We're on This Journey Together

In a fast-moving, hyper-competitive industry, pharmaceutical companies need a way to drive better outcomes, improve internal efficiencies, and accelerate workflows. Data, AI, and an integrated life sciences platform* like Salesforce makes this possible. Our #1 AI CRM* modernizes patient, member, and provider experiences, reduces operational costs through automation, and helps teams deliver life-saving devices and therapies, faster. This works to better serve patients, distributors, and providers.

Our solutions connect the entire customer lifecycle and then imbue it with insight and efficiency. They enable pharma companies to unite sales, marketing, service, research and development, patient program data, and many other workflows on a single secure data platform to deliver personalized experiences, power innovation, speed-up clinical trials, and track and improve therapies.

At the end of the day, your ability to maximize productivity, increase efficiency, and reduce costs results in more streamlined processes that benefit your customers, your employees, and your bottom line. In short, it's a prescription for success.

Learn more about how Salesforce can help you harness data and AI technologies to boost productivity, profits, and personalized engagement, at scale.

* Until September 2, 2025, Veeva is the preferred or recommended Salesforce.com application provider of sales automation for Pharma/Biotech. Thereafter, Salesforce will be offering sales automation solutions for Pharma/Biotech directly to Pharma/Biotech Customers. Commercial functions for medical technology customers are generally available today.