HEALTHCARE & PHARMA

Challenges and Solutions in Digital Transformation

4 digital agility success stories from leading healthcare and pharmaceutical brands

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Introduction

Even before the COVID-19 pandemic began, agility in digital marketing had become imperative for healthcare and pharmaceutical organizations. But with the changes in consumer and provider behavior brought about by the pandemic, digital transformation has become an even more urgent requirement for effective marketing in the healthcare and pharma sectors.

According to a recent survey Crownpeak conducted with market research firm Vanson Bourne, almost **9 out of 10** healthcare and pharmaceutical organizations report that their organization needs to be faster when rolling out new digital campaigns and experiences.

Here are just a few of the many factors that have made old forms of marketing inadequate and created a need for fast digital marketing in healthcare and pharma:

- The pandemic has shifted provider and patient expectations; as McKinsey & Company observed, "the need for speed of response [during the pandemic] has heightened the expectations for fast-acting messaging and materials."

- Providers want more virtual and digital marketing in the wake of the pandemic.

- As healthcare shifts to a value-based care mode, patient satisfaction and patient-reported outcome measures (PROMs) will increasingly drive prescription recommendations and choices. As patients' power in the marketplace grows in this way, pharmaceutical companies would be wise to court patients' goodwill by directly engaging patients on digital platforms to support patients' overall health journey.

- Digital therapies are becoming more common and may outnumber traditional drug prescriptions in the coming decade. It makes infinitely more sense to market digital therapies through digital means than through in-person sales.

Read the full survey results

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Consistent with these changes, the authors of the Gartner report "Healthcare and Life Science Top Actions for 2021: Consumer Engagement" note: "In the wake of COVID-19, healthcare and life science organizations face continued disruption to their business models and consumer engagement strategies. CIOs must invest in orchestrated, personalized consumer engagement to fuel business model evolution and close gaps in health equity."

Despite the compelling reasons to accelerate digital marketing and customer engagement initiatives, many healthcare and pharma organizations are hampered by out-of-date, legacy technology that is not equal to the task.

Compounding this problem, marketing teams remain overly dependent on IT teams for publishing new sites and content, further impeding campaign agility and the speed of digital evolution.

For those companies that can overcome these barriers and transform their marketing into a digitally nimble operation, the upside is significant. According to our survey with Vanson Bourne, healthcare and pharmaceutical respondents believe that, if they could make improvements in digital agility, they would see a **28% uplift in revenue.**

To reap the benefits of digital transformation and to overcome the challenges posed by legacy solutions, technology-forward companies have adopted Crownpeak's modern, agile Hybrid Headless CMS platform, Crownpeak DXM, which comes with our Digital Quality and Accessibility compliance solution (Crownpeak DQM) built in. Crownpeak instantly transforms a company into a digital engagement powerhouse, providing marketing teams with the means of quickly and confidently launching new content, compliant with brand, SEO, accessibility, and regulatory requirements, across all digital touchpoints.

In the pages that follow, learn how some of your healthcare and pharmaceutical peers have leveraged Crownpeak's platform to accelerate their digital engagement initiatives and easily comply with the varied regulatory frameworks they operate within.

[1] Gartner, "Healthcare and Life Science Top Actions for 2021: Consumer Engagement", Kate McCarthy, Published 25 February 2021

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CROWNPEAK DXM

healthgrades™

Delivering Top-Tier Digital Experiences to Over 1,500 Healthcare Brands

The challenge

Healthgrades is a consumer healthcare brand dedicated to empowering stronger and more meaningful connections between patients and their healthcare providers. They already had a strong reputation in the healthcare industry as a leading provider of online patient experience solutions, but their legacy platform was preventing them from evolving into the next phase of digital experience delivery.

They sought a technology partner to provide enhanced CMS capabilities for their Consumer Experience Platform and to future-proof its delivery. In addition, because of Healthgrades' involvement in helping top healthcare brands manage sensitive online customer data, security was paramount. They needed a solution that met the stringent privacy and security requirements of the healthcare sector and that had been vetted by other companies operating in highly regulated industries.

The solution

After evaluating several different partnership options, Healthgrades chose Crownpeak because of its SaaS model, industry-leading managed AWS service, security certifications, and scalability. Using Crownpeak Digital Experience Management (DXM) in conjunction with Crownpeak's managed AWS hosting solution, Healthgrades relaunched the web content management component of their Consumer Experience Platform. The new platform enables hospitals to manage websites, launch landing pages, micro sites, and mobiles sites, and deploy personalized web experiences with no coding required.

BUSINESS IMPACTS

- **Agility & scalability:** Decoupled architecture and scalable hosting provides freedom to evolve in pace with business goals
- **Security & privacy:** Industry-leading security and data protection at all levels of the technology stack
- **99.99% guaranteed up-time:** Highly stable and reliable environment guarantees availability of business-critical services
- **Seamless upgrades:** Automatic upgrades and access to new features, with zero service downtime or costly updates required

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> " There were several differentiators that drew us to Crownpeak, including their existing customer base made up of leading financial Fortune 500 companies. But most of all, we were impressed by their status as an Amazon Web Services Advanced Technology Partner"

› **Sean Brasher, Sr Director Web Technology**

Also important to Healthgrades was Crownpeak's native SaaS heritage, which meant they'd always be on the latest version of software, with access to new features as soon as they became available and no service downtime for their client organizations.

Powered by AWS, Crownpeak's advanced CMS capabilities, SaaS model, and best-in-class security, Healthgrades' Consumer Experience Platform supports leading healthcare brands to deliver highperforming multichannel websites, extraordinary customer experiences, and build patient loyalty.

In addition to leveraging Crownpeak DXM to provision their client services, Healthgrades recently migrated their own corporate website to Crownpeak DXM.

The benefits

- **Unparalleled security**

  Healthgrades operate in a highly regulated sector, with data governed by HIPAA (Health Insurance Portability and Accountability Act). It was critical that the solution provide robust protection for their clients' sensitive customer data and business-critical operations.

  Crownpeak's DXM platform meets the highest industry standards for the security and regulatory compliance, and system and data security protections are applied at all layers of the technology stack. Crownpeak have built their reputation on security and maintain a comprehensive bank of audits and certifications, making them a preferred provider for companies in regulated industries, a key consideration in Healthgrades' vendor selection process.

  In addition, Healthgrades chose Crownpeak's Advanced Cybersecurity and Edge Protection service, which offers additional layers of security protection, for its solution delivery. The service leverages AWS' premier enterprise infrastructure and APIs to handle security, cyber threats scalability, and fault tolerance.

  Because Crownpeak is an Amazon Web Services Advanced Technology Partner, Healthgrades benefits from their unrivaled domain expertise in managing the hosting environment. The service is configured and monitored by the Crownpeak team, who stay ahead of emerging threats by harnessing collective intelligence to evolve defense tactics in real-time and make adjustments as needed. Because the solution is fully managed it reduces the load on the Healthgrades IT team and gives them peace of mind that they meet and exceed regulatory requirements and are fully defended against attacks.

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> 66 Everyone knows that Amazon has built their reputation on their security and data protection practices, so when we learned that Crownpeak's platform was hosted with Amazon, we knew our customers would feel at ease."

> › Sean Brasher, Sr Director Web Technology

- **99.99% guaranteed availability and resiliency**

  Crownpeak's ability to offer Healthgrades' customers 99.99% SLA-guaranteed up time through its Advanced hosting service was another major differentiator in their search for a technology partner. Healthgrades supports over 1,500 healthcare organizations and needed a highly stable and reliable environment to scale their platform services.

  Crownpeak's AWS hosting solution was provided in pods comprising two identical web servers, and an AWS Elastic Load Balancer (ELB) to even out server load and mitigate unexpected downtime. An additional disaster recovery pod provides additional resiliency for a bullet-proof implementation.

- **Future-proof SaaS architecture**

  SaaS was a core requirement in the vendor selection process as Healthgrades were keen to free themselves from the costs and technical overheads of manual upgrades.

  Healthgrades understood that just because a solution is deployed via the cloud, it doesn't mean it's SaaS. "With cloud-based solutions, the platform is still running in a data center somewhere, so when it's time to upgrade to a newer version, we knew the hassle and expense would fall on us," explains Sean Brasher. "Because our customers rely on our expertise to get their websites deployed quickly, we couldn't risk that manual upgrades would slow us down. Because Crownpeak DXM is a native SaaS solution upgrades are automatic, so our customers are always on the latest version."

- **Flexibility and scalability**

  Crownpeak DXM affords the flexibility of a fully decoupled architecture and provides an API to allow all platform features to be automated. This enables Healthgrades to seamlessly push out central updates and changes to each client's individual CMS. Because Crownpeak is hosted on AWS it is always simple to add additional capacity as the client-base grows and to meet individual customer needs.

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CROWNPEAK DXM

GLOBAL PHARMA COMPANY

Transforming Customer Engagement and Conversions Across Digital Touchpoints

The challenge

With increasing margin pressures, a global pharmaceutical company was looking for ways to improve customer engagement across all digital touchpoints. Their existing platform did not accommodate the rapid deployment of marketing sites and the organization struggled to create mobile sites that would meet regulatory compliance requirements.

The solution

The company selected Crownpeak DXM because it could launch mobile sites that worked with existing systems and could meet industry regulatory requirements. The mobile sites launched in just eight weeks and exceeded engagement and conversion expectations. The rapid launch process and their success led the company to choose Crownpeak DXM as a global standard for all digital experiences. Key factors in the decision to partner with Crownpeak were:

- ### Agile content marketing

  Crownpeak enabled the company to support marketing initiatives around the globe while adhering to complex regulatory requirements. The platform worked seamlessly with existing legacy systems and allowed the team to rapidly create and launch new digital experiences.

BUSINESS IMPACTS

- **Improved engagement:** Optimized CX resulted in improved engagement and conversions, exceeding target expectations.
- **Digital agility:** Enabled rapid creation and deployment of digital experiences: Mobile sites launched in just eight weeks.
- **Marketing autonomy:** Marketing empowered to create campaigns directly, without support from IT.

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" Standardizing on Crownpeak DXM allowed us to modernize our global brand and bring sites to market faster and cheaper than we ever could have done with our legacy platform."

› VP, Marketing

- **Native mobile capability**

  The ability to design, build and launch responsive websites, microsites and mobile-optimized experiences directly from the platform—with no technical support resources—allowed marketing to focus on creating engaging digital content instead of spending long hours talking with IT about what technology to use. The resulting mobile campaigns having significantly enhanced the customer experience.

- **Enterprise security & governance**

  In a highly regulated industry, security and regulatory compliance are a critical requirement for IT. The company's IT organization supported using Crownpeak as a global standard based on Crownpeak's industry-leading information security program, including independent audits, assessments and certifications, which went above and beyond what the hosting infrastructure provided.

The benefits

Crownpeak enabled the international pharmaceutical company to achieve its goals of quickly implementing mobile-optimized campaigns and improving customer engagement. Today, its marketing teams have a global, agile content marketing solution they can leverage to create any digital experience. As the global standard, they expect to launch thousands of digital experiences on the platform over the next few years.

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HIGH-PROFILE PHARMA COMPANY

Achieving Agility and Control of Digital Experiences Across a Global Web Presence

The challenge

With major corporate changes on the horizon, marketers at an international pharmaceutical company confronted a critical challenge. Facing an upcoming global branding initiative, IT pressure to depart from on-premises solutions and a push to reduce development costs, they could no longer rely on—or afford—the unwieldy custom solution they had built to manage digital experiences across 50 countries. The company found itself at a crossroads: Would it continue down the open-source path with Drupal, or was there a better enterprise solution that could provide the agility and innovation required to transform the company's delivery and management of digital experiences?

The solution

After a rigorous evaluation process, the company selected Crownpeak DXM as its enterprise solution. Crownpeak satisfied both marketing and IT's comprehensive requirements and allowed the organization to meet tight rebranding timelines. Contributing factors in the decision to partner with Crownpeak included:

- **Agile, SaaS content management platform:**
  Crownpeak's enterprise-grade, multi-tenant Software-as-a-Service platform would free the team to focus on creating engaging digital experiences without having to toil over custom components to

BUSINESS IMPACTS

- **Speed to market:** Enabled rapid rebrand of global digital presence and launch of new digital experiences
- **Increased marketing effectiveness:** Optimized customer engagement with advanced personalization and testing capabilities
- **Eliminated upgrade overheads:** Automatic upgrades and superior interoperability removed cost and complexity of manual upgrades
- **Marketing self-sufficiency:** Empowered marketing to deliver secure, compliant digital experiences independently, without reliance on IT

> **"** Crownpeak did an excellent job of listening to our requirements, paying attention to all the details and executing each step of the process very well."

›VP, Digital Marketing

address integration, security and compliance requirements.With Crownpeak DXM, the company could rapidly launch its new corporate branding as well as additional web properties the business units were asking for.

- **Personalized web experiences**

  The marketing team liked how they could test and target content from the same web authoring experience. This would allow them to increase customer engagement with more relevant content and more efficiently measure campaign effectiveness across countries and product lines. Integration with Salesforce.com would also enhance the company's marketing customer record and further personalize content for website visitors.

- **Integration with enterprise systems**

  The company's previous open-source solution had been attractively cheap and easy to begin with, but each new version update would break the integrations and custom development work the team had done, leading to expensive and time-consuming research and development efforts. In contrast, Crownpeak maintains an extensive range of pre-developed and supported integrations, so IT would no longer worry about what would break when moving from release to release.

The benefits

Using Crownpeak as its marketing platform, the global pharmaceutical company progressed quickly and gave its marketing teams the independence they needed while assuring the global brand consistency, security and compliance requirements were met. The new solution added critical capabilities like personalization to improve customer engagement and drive website conversions. This, combined with Crownpeak's global support and service, provided an end-to-end solution that exceeded the organization's expectations.

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CROWNPEAK DQM

Raising Quality and Compliance Standards and Boosting Productivity

When a leading integrated healthcare provider undertook a major relaunch of their corporate website, ensuring the highest standards of quality and compliance across their new web presence was a top strategic priority.

The challenge

As with any healthcare concern, the company was subject to intense regulatory and public scrutiny.

The new corporate website would be vast: comprising dozens of facilities-related pages, hundreds of healthcare specialties pages, and thousands of provider profile pages. Ensuring accessibility compliance, data integrity, SEO, and more across this large, high-volume publication environment would demand a quality assurance solution with exceptional features, scalability, and analytics.

The company's previous website had suffered due to a lack of centralized quality control; QA had consisted of the team manually weeding through thousands of errors, reported by disconnected toolsets and link checkers. "We're passionate about digital quality, but on our old site we didn't have a comprehensive way to monitor even basic things like spelling errors or broken links," said the Digital Marketing Manager. "When we launched our new site, we had very big dreams about what we wanted to achieve and knew we needed the right solution to get us there."

The solution

The company chose Crownpeak Digital Quality Management (DQM) for its ease of use, flexibility, and the breadth of capabilities it provided.

BUSINESS IMPACTS

- **Improved marketing effectiveness:** Optimized digital quality and performance across multiple areas including accessibility, SEO and data integrity
- **Accessibility compliance:** Helped speed compliance with stringent WCAG 2.1 AA compliance targets
- **Enhanced productivity:** Boosted productivity by eliminating time-consuming manual processes
- **Digital oversight:** Verified that digital partners were meeting quality and compliance targets

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> **"** We wanted a best-in-class quality management solution that would deliver strongly across all the compliance areas we wanted to target, including accessibility, SEO, and data integrity, so we chose Crownpeak DQM."

› **Digital Marketing Manager**

"We wanted a best-in-class quality management solution that would deliver strongly across all the compliance areas we wanted to target, including accessibility, SEO and data integrity, so we chose Crownpeak DQM," said the Digital Marketing Manager. "In our vendor evaluations, we found that some of the critical capabilities and customizability we required were lacking from more out-the-box providers, like Siteimprove."

The results

An immediate priority was to ensure compliance with the company's stringent WCAG 2.1, level AA accessibility targets, and DQM helped them make fast progress. "Crownpeak DQM has been incredibly helpful in enabling us to rapidly improve our web presence across the board," said the Digital Marketing Manager. "The platform contains a great reporting toolset so it's easy to track performance against our objectives. We're particularly proud to have achieved the top score on DQM's industry benchmark for accessibility compliance. It's a fantastic validation of our progress in this key area."

DQM's ease of use has been a singular advantage. Customizable dashboards enable each member of the team to monitor and manage their areas of responsibility and the tool contains clear instructions on how to remediate every issue detected. "DQM helps us streamline the quality assurance of our massive site and prioritize our workload," said the Digital Marketing Manager. Because DQM is so straightforward and easy to use, it makes it possible for a lean digital team – with only 4 members – to monitor and manage such a large footprint.

The benefits

DQM helped the company boost productivity by automating quality assurance and eliminating the need for time-consuming manual processes.

"DQM removes the guesswork about what has to be done to optimize and maintain the integrity of our digital properties. For example, WCAG guidelines can be kind of hairy because they give you only a few examples of what is accepted. Without guidance, you can end up swimming in questions. DQM isolates where the team should best focus time and effort. We now spend less time tracking down problems, and more moving our web projects forward," said the Head of UX.

In addition to supporting the in-house web team, DQM enables the company to quality-check the work of their partners. "DQM helps us throughout the production process. In addition to checking our own work, it's invaluable in helping us validate that standards and quality targets are being met by our external suppliers," said the Head of UX.

> **"** Crownpeak DQM has given us 100% what we need in order to succeed. The customer support is great, and the on-boarding experience was smooth. They got the platform quickly configured to our needs so we could get going right away."

› **Head of UX**

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Conclusion

Crownpeak: The fastest time-to-market for healthcare and pharmaceutical marketers who want it now

The right technology can play a transformative role in enabling organizations to accelerate digitally.

As the case studies featured here show, with Crownpeak's Hybrid Headless CMS and Digital Quality Management platform, healthcare and pharmaceutical companies can achieve the same digital marketing agility that other less regulated sectors have long enjoyed.

Crownpeak DXM empowers your organization to create and deliver impactful omnichannel digital experiences with speed and simplicity. Our unique hybrid headless architecture is designed to eliminate development delays and organizational friction by liberating your digital teams to do what they do best:

- **Marketing teams:** Easily create and preview digital experiences using WYSIWYG controls and drag-and-drop capabilities — no coding or IT support required.

- **Development teams:** Thanks to our decoupled architecture, our CMS platform is technology-agnostic, meaning developers can focus on building with the right technologies, not learning a new one.

And with our unique Digital Quality Management platform built in, you can be confident that every touchpoint is compliant with regulations, accessibility requirements, and your brand and marketing standards.

For pharmaceutical companies preparing to market a new drug or a new approved indication for an existing medication, the only thing standing in the way of launching new content to capitalize on the opportunity will be how fast you can draft and approve the copy.

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Similarly for healthcare companies focused on care management or wellness, when a prominent health story breaks, adding relevant content across all digital touchpoints is fast. In fact, Crownpeak boasts the industry's fastest time-to-market, with implementation speeds up to 80% faster than a typical enterprise DXP.

At Crownpeak, we've helped many industry-leading healthcare and pharmaceutical companies accelerate and scale their digital strategies. If you're looking to achieve rapid-response digital marketing at your organization, we'd love to partner with you.

See how Crownpeak can accelerate your organization.

Request a Demo

Why leading Healthcare and Pharma companies trust Crownpeak

1

DXM Market Leader - Research in Action

Top Rated on TrustRadius
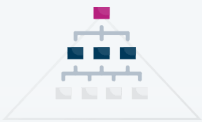
2.0

Headless 2.0

80%

faster implementation than a typical enterprise DXP

>95%

Customer Satisfaction

100+

application/tech partners

600M

quality issues identified & fixed in 2020

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The Crownpeak Subject Matter Experts

Fahd Shaaban
Vice President, Product Management, Crownpeak

Fahd Shaaban is head of product at Crownpeak, overseeing teams responsible for building and creating Crownpeak's flagship Digital Experience Management and Digital Quality Management products. In this role, he is responsible for setting the company's product strategy, vision, user experience, and product development.

Since joining Crownpeak in April 2011, Fahd has held leadership roles across multiple areas including professional services, customer success, advanced solutions, and product management.

Fahd believes in the philosophy of falling in love with your customer problems and creating products that produce value for your customers and your business.

Paul Taylor
Vice President, Solutions Engineering, Crownpeak

Paul is an experienced professional with over twenty years service across IT, marketing communications, digital agency and SaaS product & account management. Always considering the success of the customer first, balanced with the commercials of the business, Paul's pragmatic approach to solution delivery ensures that his recommendations are well designed, considered and have several options to match a customer's budget.

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