Alphanumeric

Omnichannel Strategic Approach:

A well-executed omnichannel communication strategy includes a strategic mix of online and offline channels. At Alphanumeric, we provide the tools to create a unique journey that resonates. It is about providing personalized support by integrating the reactive and digital communication channels to deliver a cohesive experience.
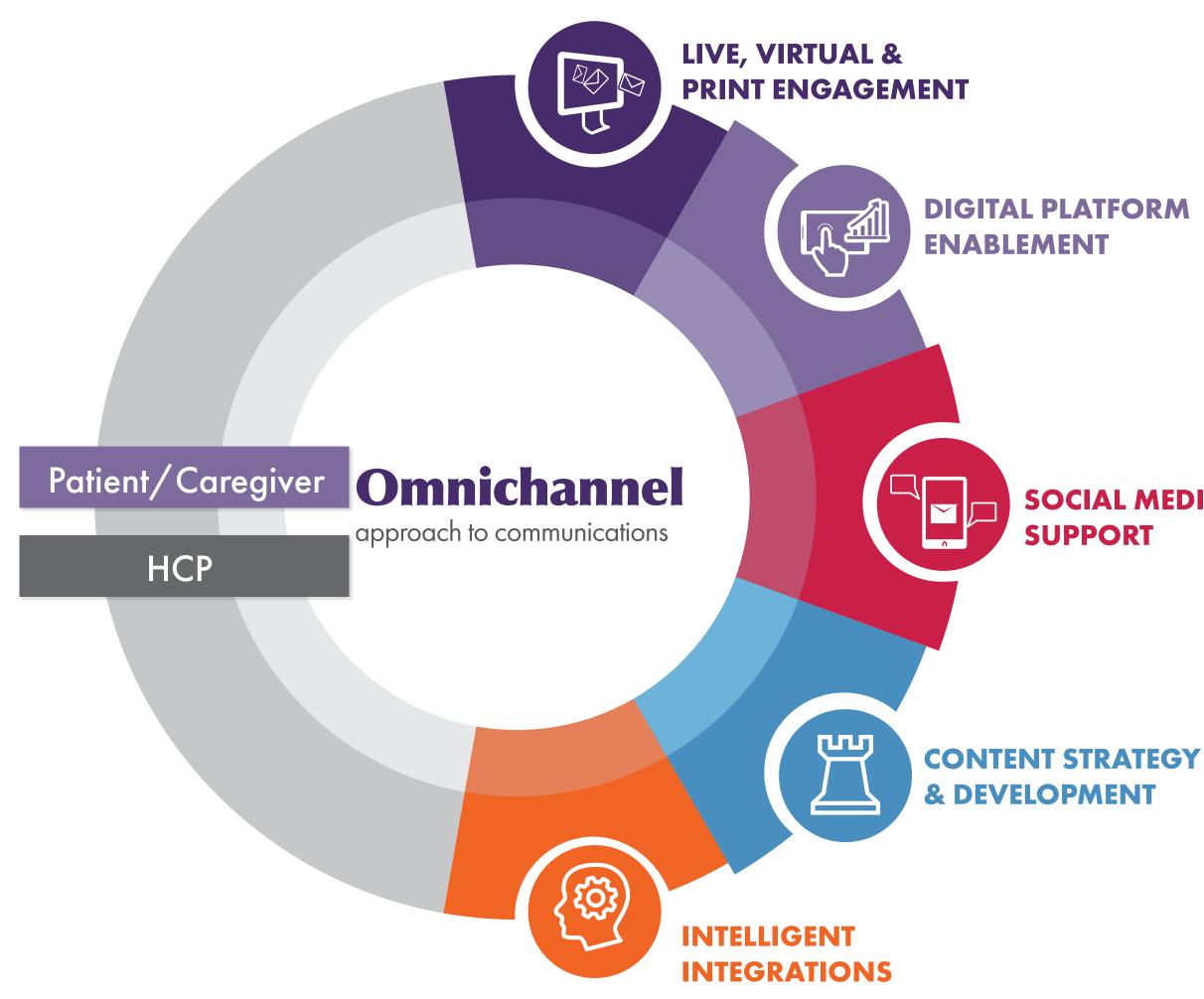
LIVE, VIRTUAL & PRINT ENGAGEMENT

DIGITAL PLATFORM ENABLEMENT

SOCIAL MEDIA SUPPORT

CONTENT STRATEGY & DEVELOPMENT

INTELLIGENT INTEGRATIONS

Click on **HCP** or **Patient/Caregiver** to get started. Then click on the **5 selections** to learn more.

Patient/Caregiver

HCP

Omnichannel
approach to communications

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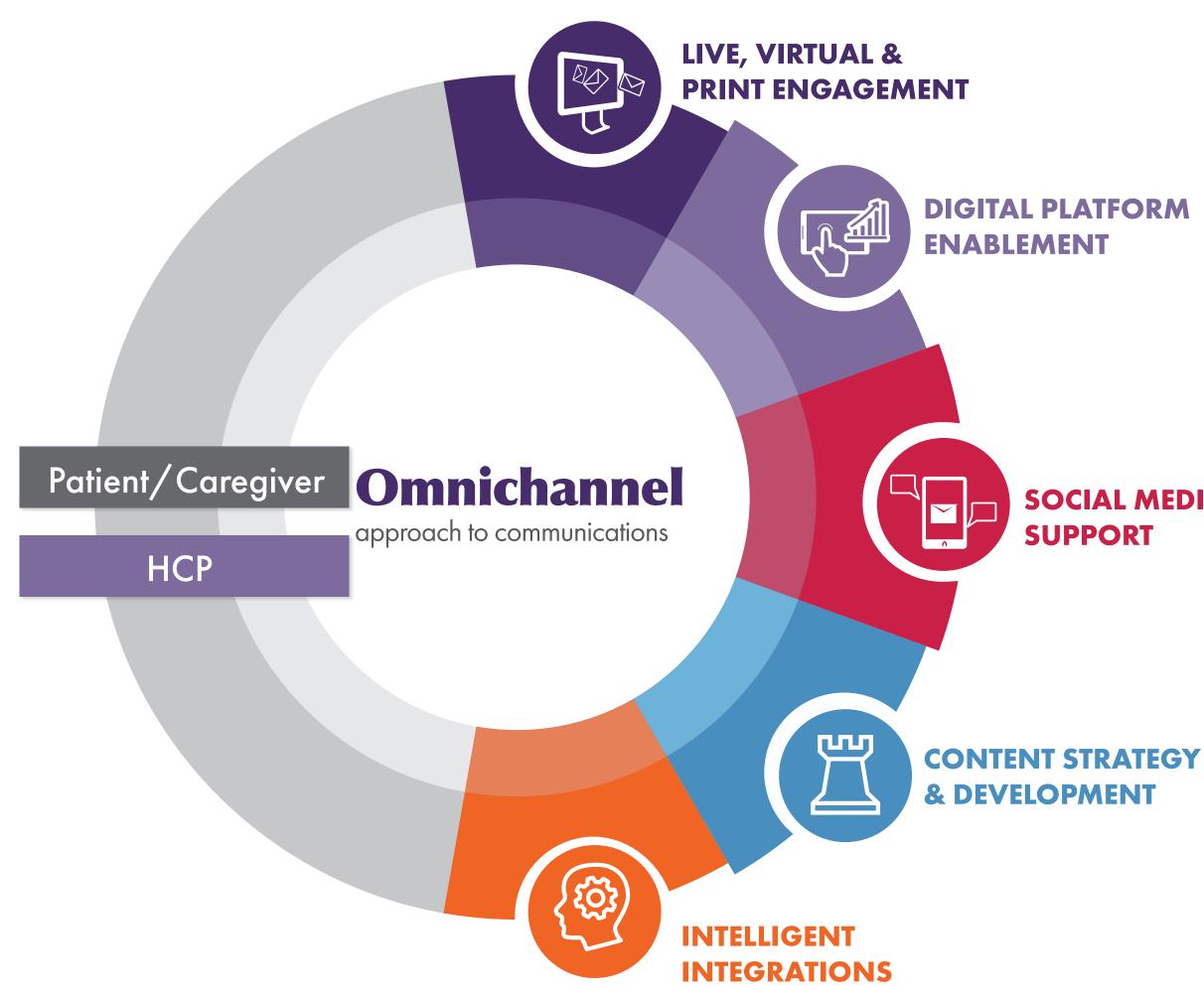
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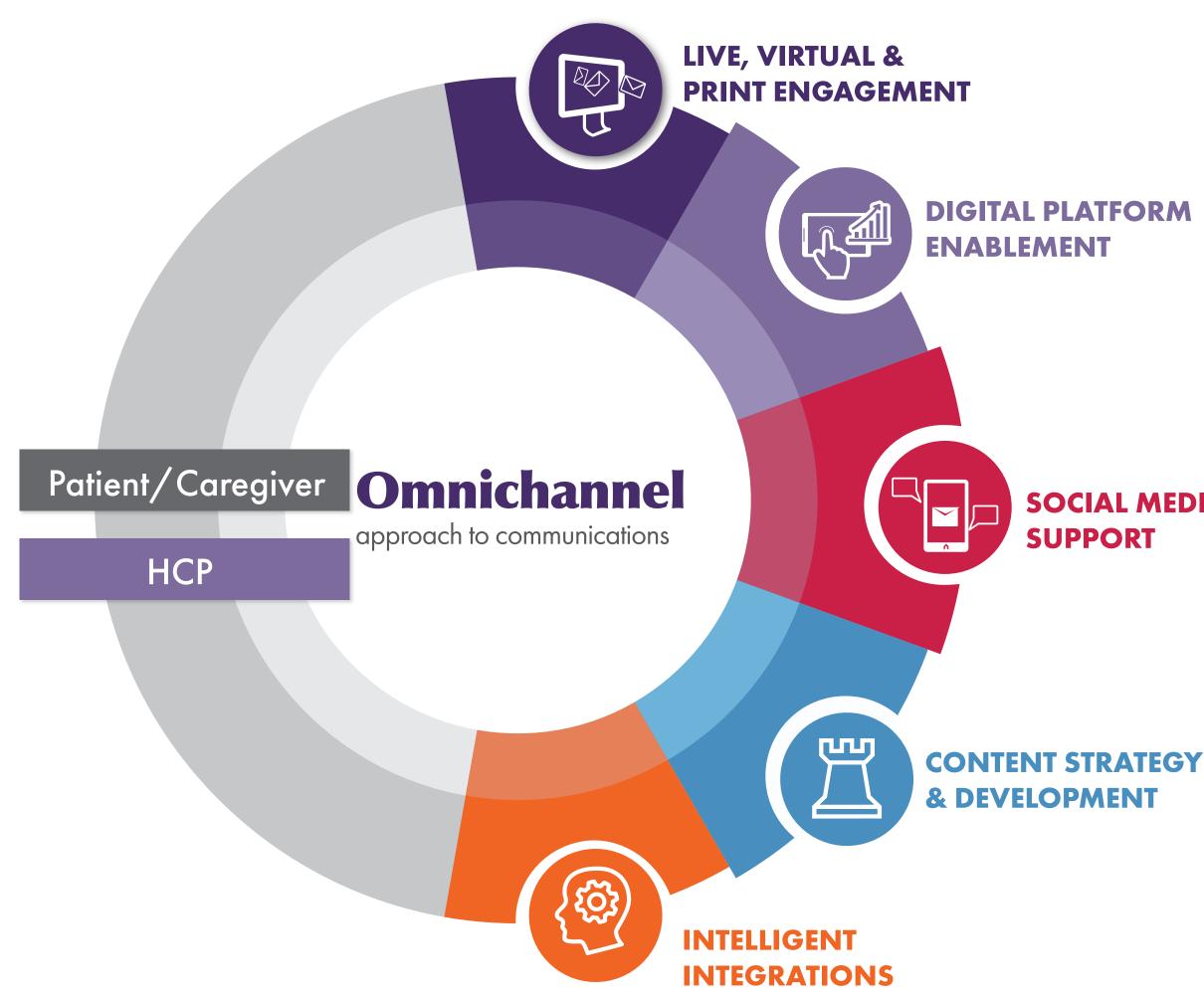
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LIVE, VIRTUAL & PRINT ENGAGEMENT

From delivering medical information or virtual device training in our contact centers to supporting your external engagement needs with HCPs, our services ensure that your organization always delivers with excellence.
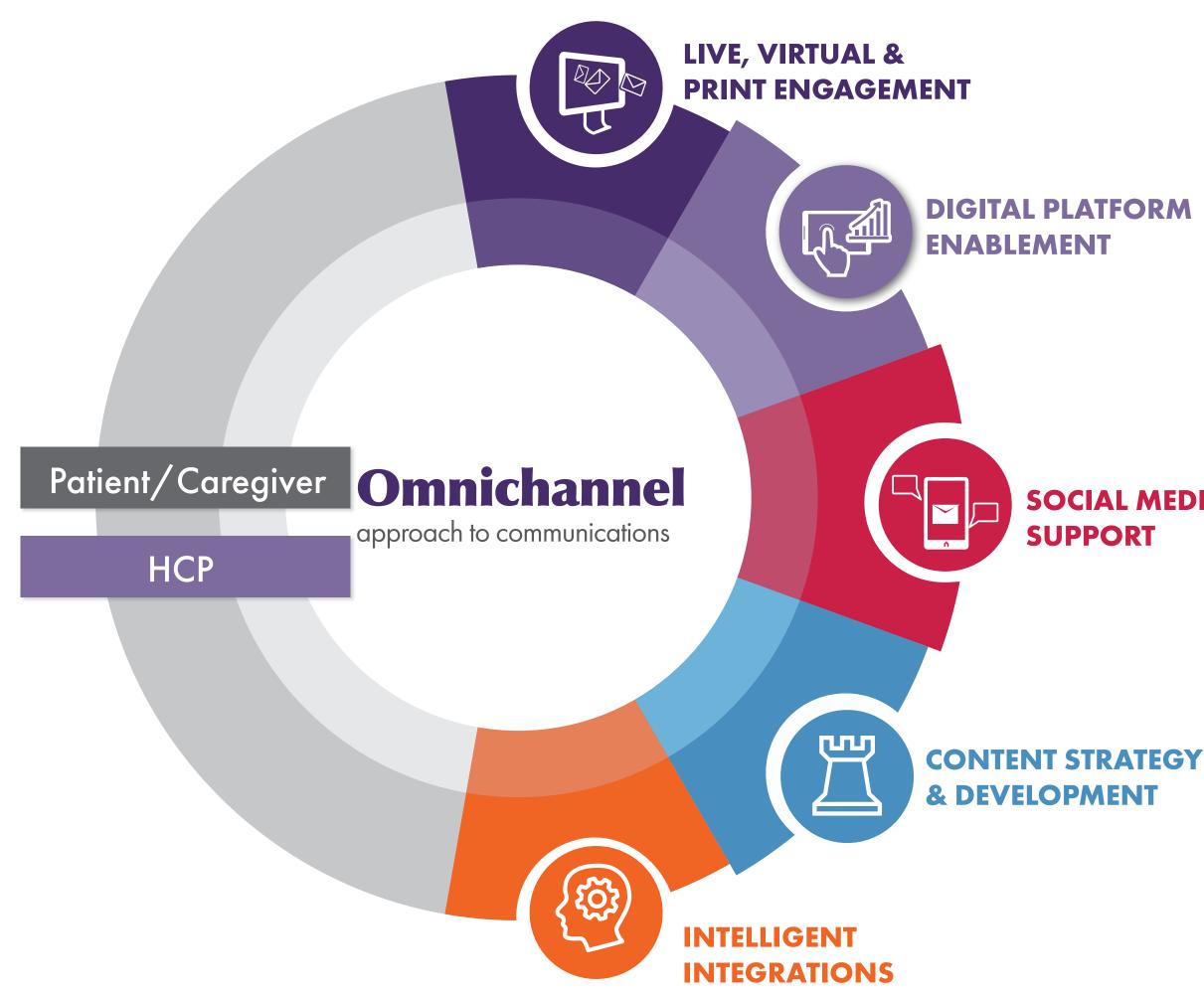
- Congress booths
- Symposia and webinars
- Podcasts
- 1-on-1 engagements
- Contact centers
- IVR and Telephony
- Video chat
- Print materials

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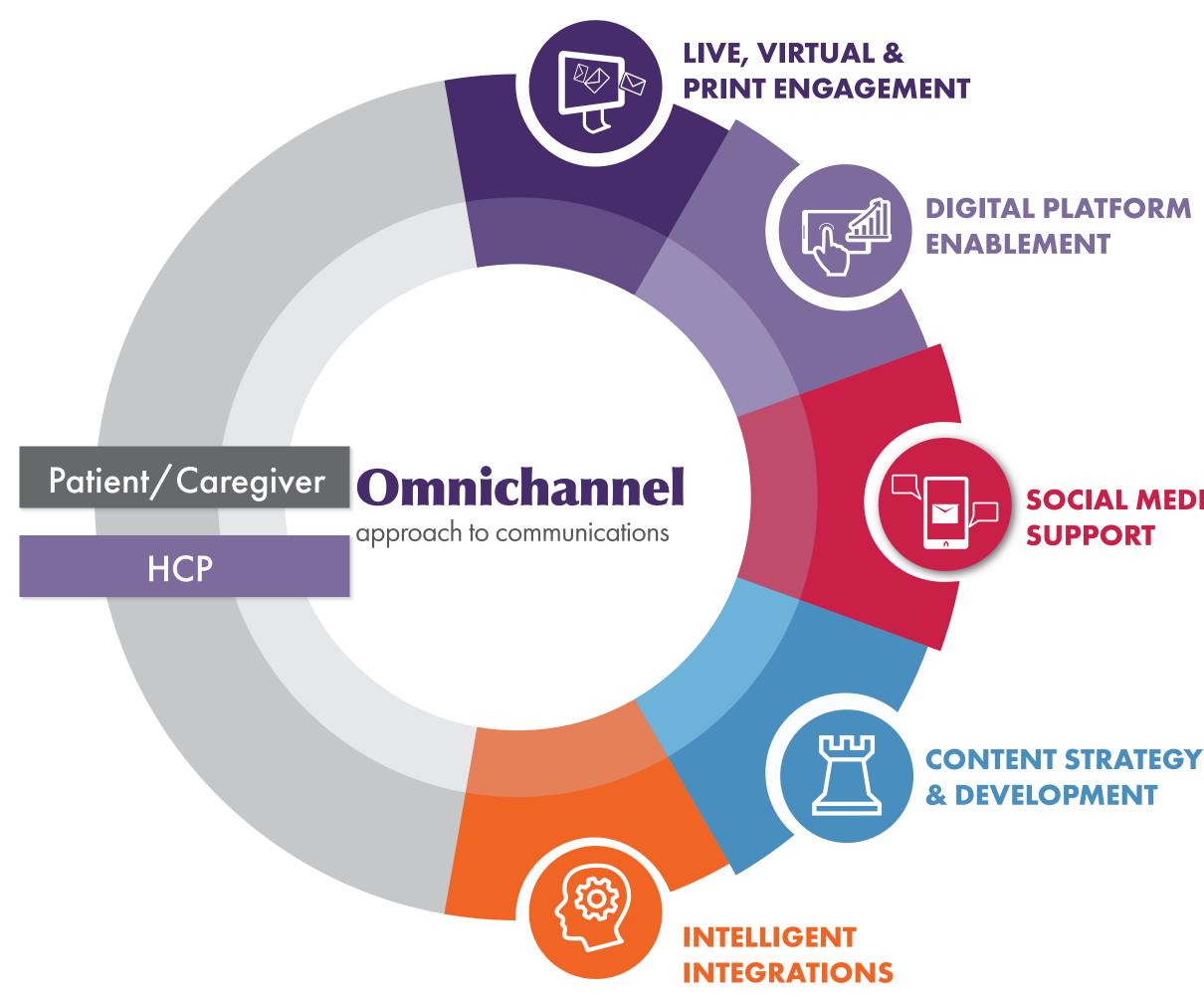A well-executed omnichannel communication strategy includes a strategic mix of online and offline channels. At Alphanumeric, we provide the tools to create a unique journey that resonates. It is about providing personalized support by integrating the reactive and digital communication channels to deliver a cohesive experience.

DIGITAL PLATFORM ENABLEMENT

Preferences for information consumption can vary across different segments of HCPs. Alphanumeric delivers a cohesive HCP experience within every digital platform you employ creating seamless transitions from one channel to the next.

- Websites/Portals
- Live Chat
- Video Chat
- Chatbot
- Email
- Messaging channels (WhatsApp, Facebook Messenger, SMS, etc.)
- Social media
- Webinars and symposia
- Print materials

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SOCIAL MEDIA SUPPORT

HCPs are using social media platforms more than ever before. Alphanumeric's suite of social media monitoring services can help you collect, analyze and ultimately take control of your messaging in this vital space.
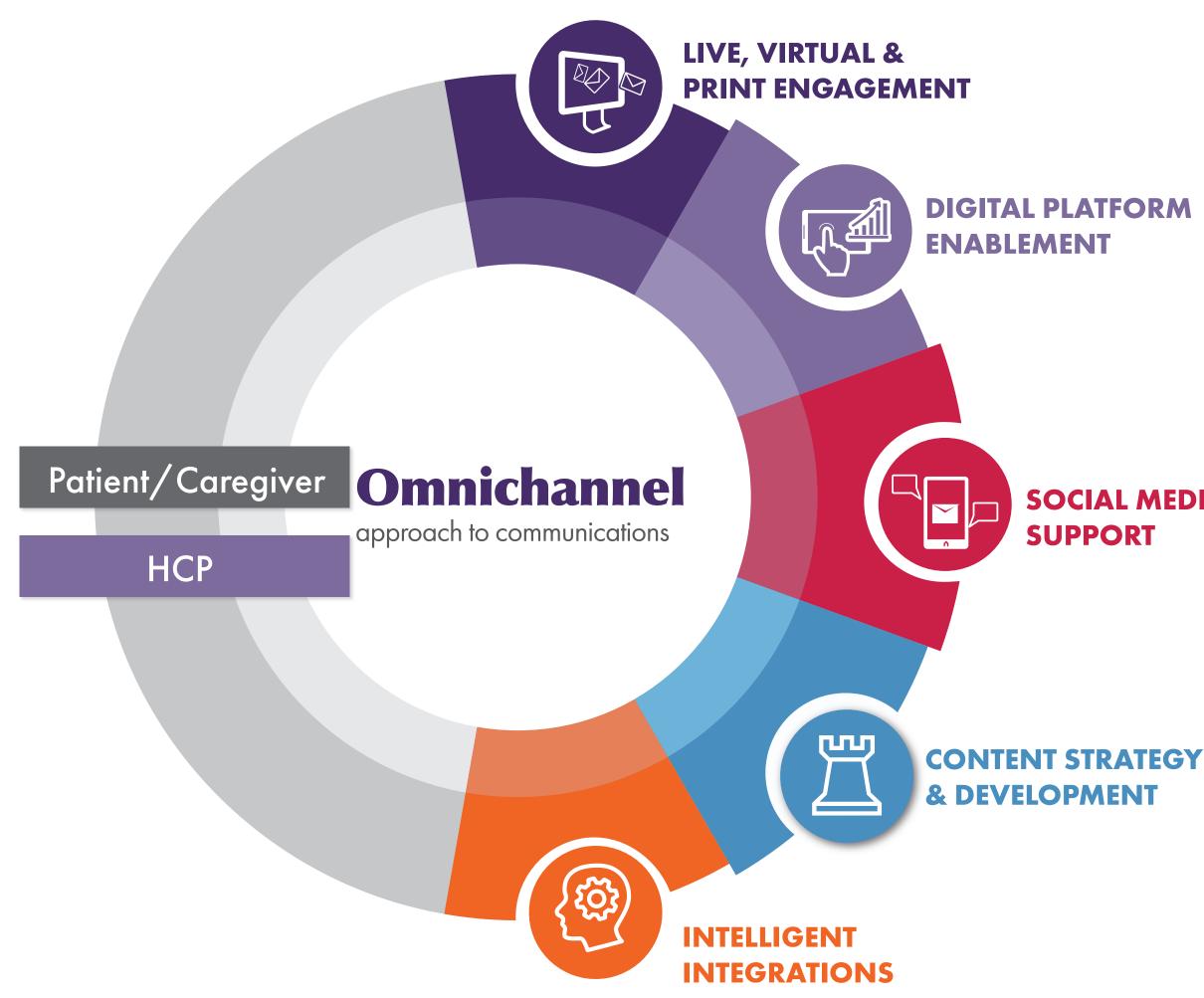
- Facebook, Twitter, LinkedIn, YouTube, Instagram
- Single platform integration
- 24/7 support using chatbot automation

Omnichannel Diagram

LIVE, VIRTUAL & PRINT ENGAGEMENT

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CONTENT STRATEGY & DEVELOPMENT

Content underpins every interaction regardless of the platform. Together, we will craft omnichannel content strategy and deliver resources HCPs need to treat their patients. With expertise across several therapy areas, HCPs will value the scientific insights and evidence-based resources you provide.
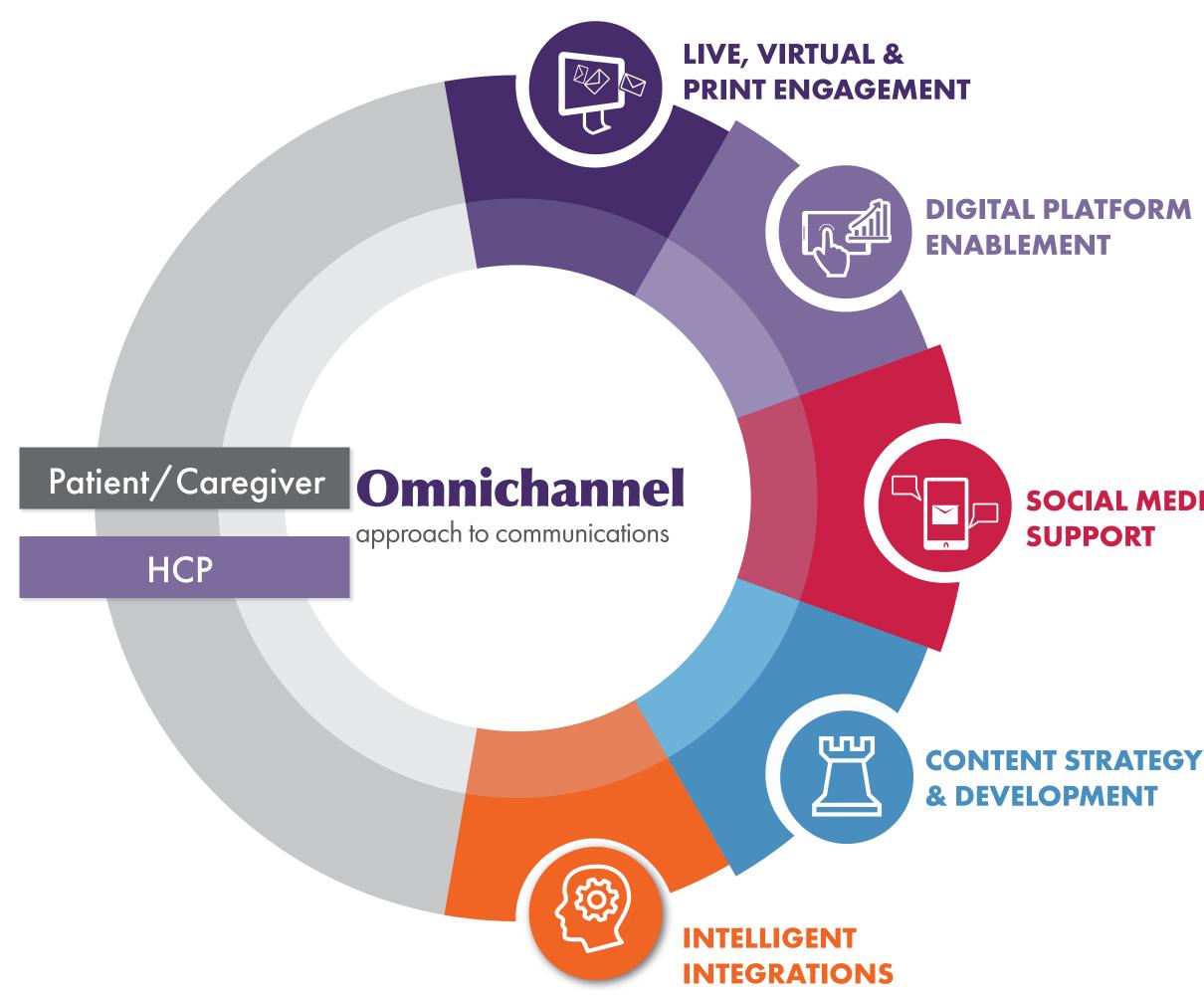
- Communications and messaging strategy
- Foundational documents (scientific platforms, lexicons, narratives)
- External assets (presentations, infographics, videos, podcasts, and more)
- Publications support
- KOL/HCP engagement support (Congress booth materials, advisory board content and summaries, 1:1 interaction content)
- Internal resources (FAQs, SRLs, competitive analyses, training content)
- Innovative and interactive enhancements (audio enhancements, avatars)

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INTELLIGENT INTEGRATIONS

As preferred partners in digital transformation, we can integrate our solutions with all industry standard software and applications, ensuring seamless workflows and content delivery to HCPs across all channels.
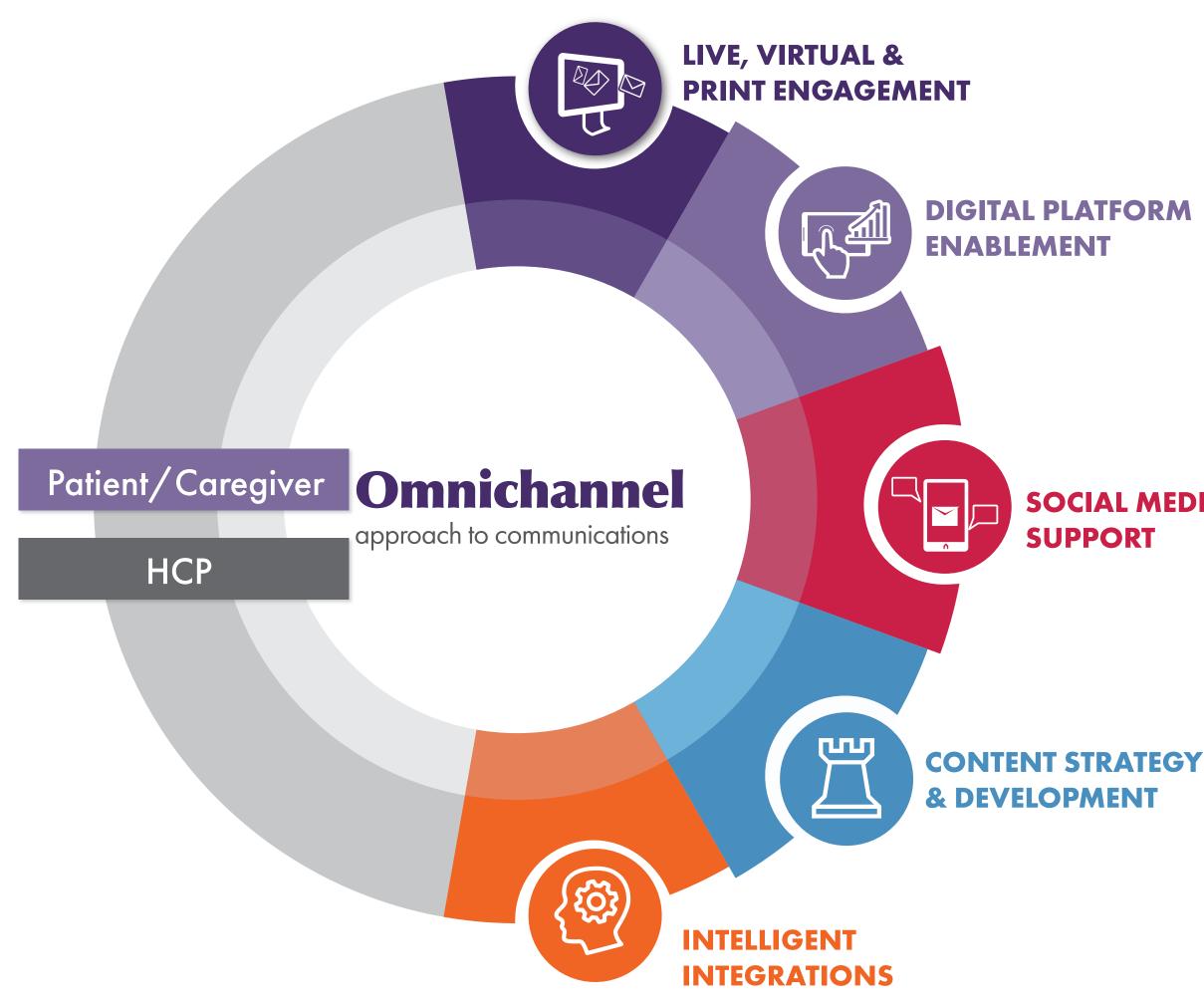
- Salesforce CRM, Veeva Suite, Knowledge Base, Brand Websites, Service Now, InContact, Facebook Messenger, Instagram DM, Twitter, WeChat, and many others.
- Custom internal applications via API

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LIVE, VIRTUAL & PRINT ENGAGEMENT

Whether through patient support program resources or an information-packed podcast, patients and caregivers are the most valuable advocates for treatment. Interacting with patients and their support system through valuable, evidence-based engagement is a crucial step in a patient's journey to achieve disease control
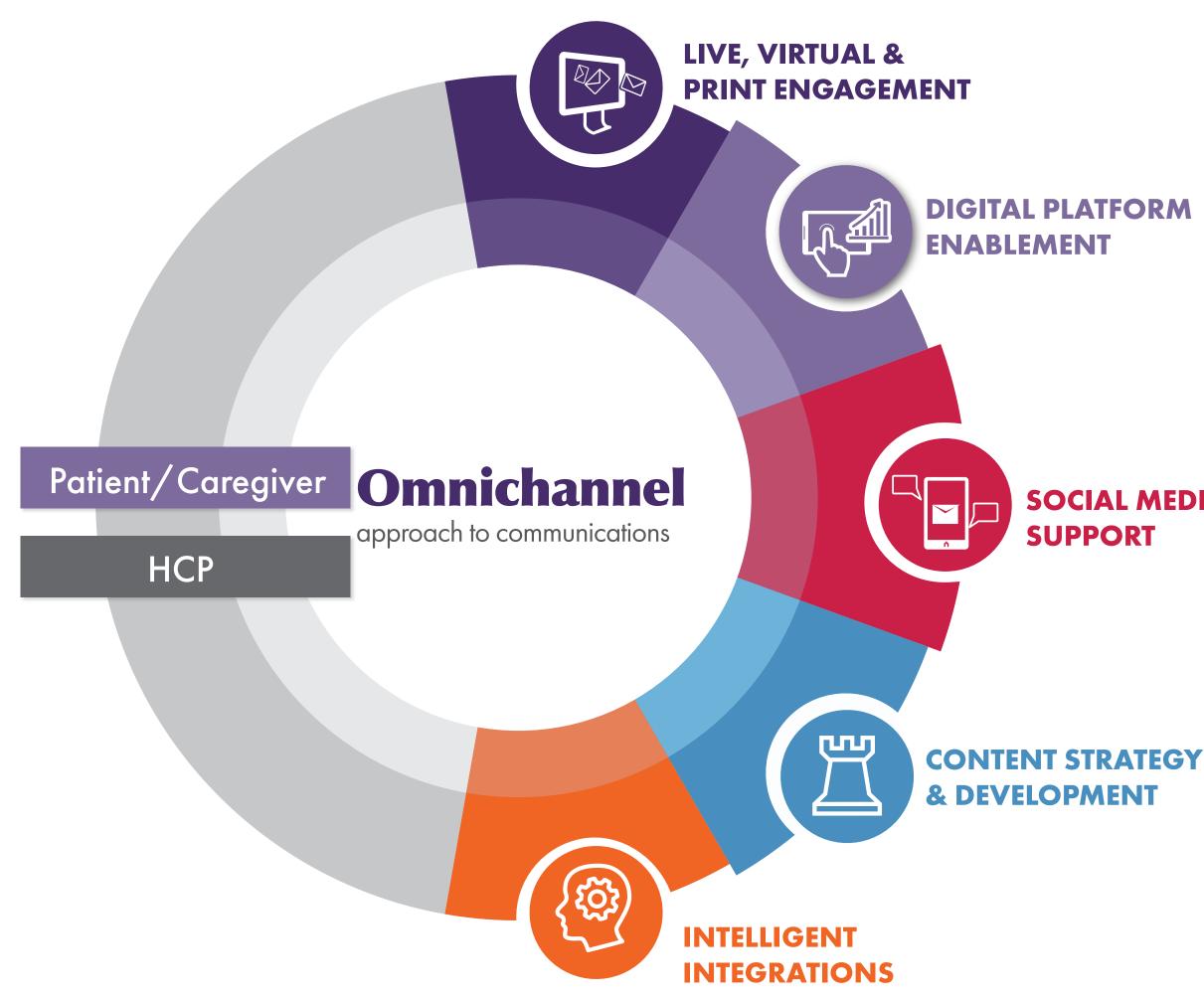
- Symposia and webinars
- Podcasts
- 1-on-1 engagements
- Contact and patient support centers
- IVR and Telephony
- Video chat
- Print materials

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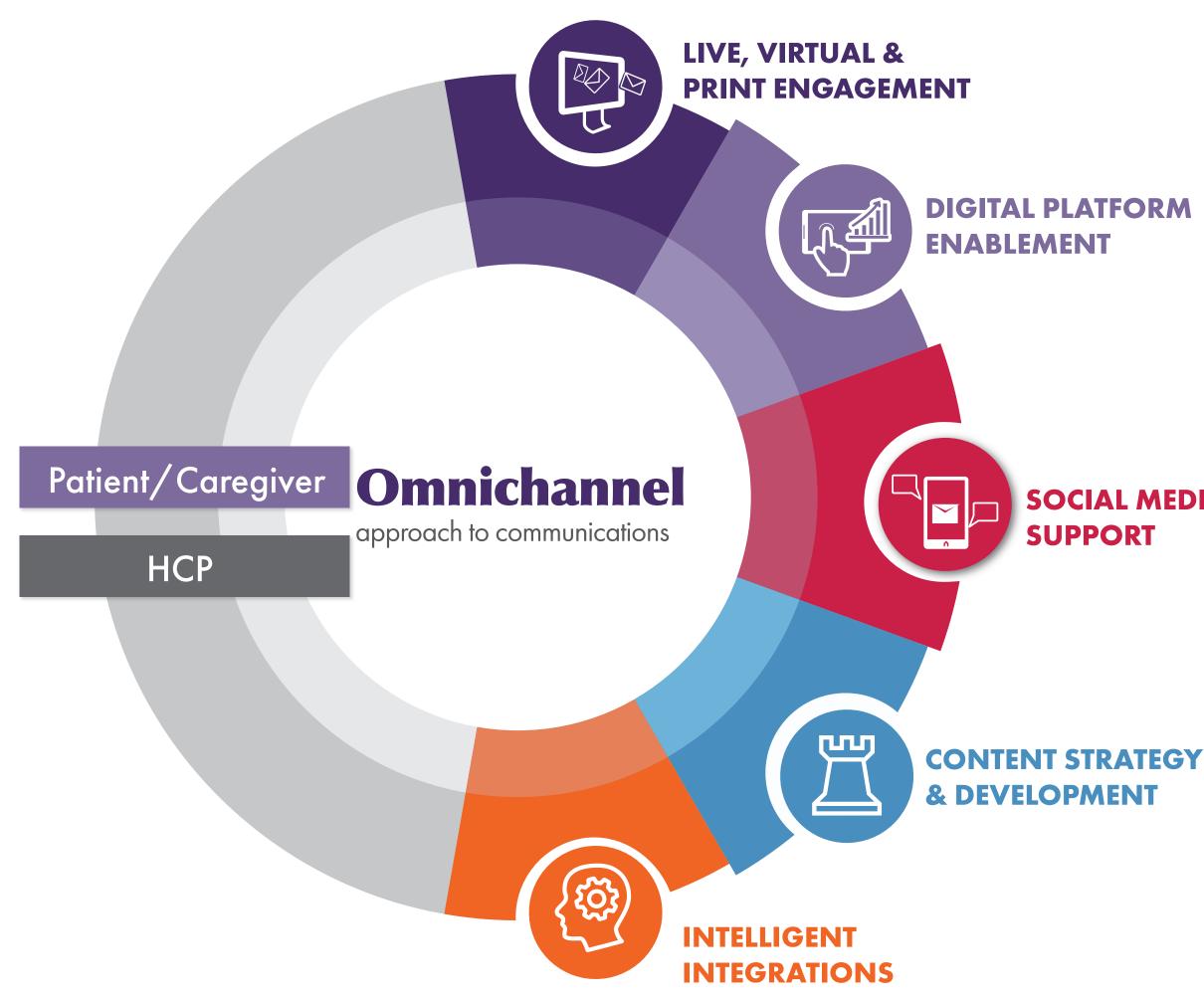A well-executed omnichannel communication strategy includes a strategic mix of online and offline channels. At Alphanumeric, we provide the tools to create a unique journey that resonates. It is about providing personalized support by integrating the reactive and digital communication channels to deliver a cohesive experience.

DIGITAL PLATFORM ENABLEMENT

Patients and caregivers have preferences when it comes to information consumption. Alphanumeric delivers a cohesive user experience within every digital platform you employ, creating seamless transitions from one channel to the next.

- Websites/Portals
- Live Chat
- Video Chat
- Chatbot
- Email
- Messaging channels (WhatsApp, Facebook Messenger, SMS, etc.)
- Social media
- Webinars and symposia
- Ready-to-print patient resources for HCP office use

![Alphanumeric logo]

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SOCIAL MEDIA SUPPORT

The general public increasingly relies on social media for real-time information and updates. Alphanumeric's social media monitoring services can help you collect, analyze and ultimately take control of your messaging.
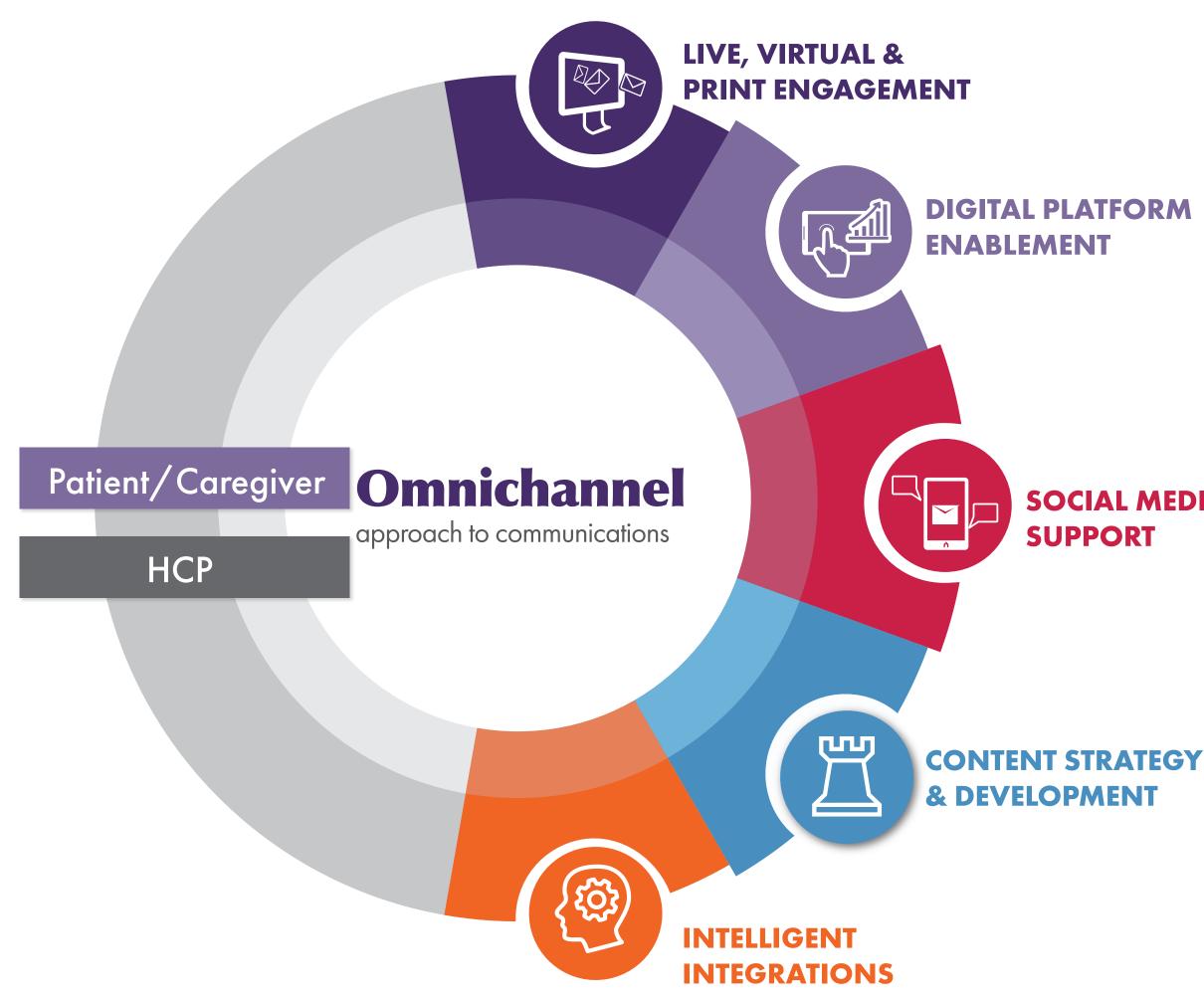
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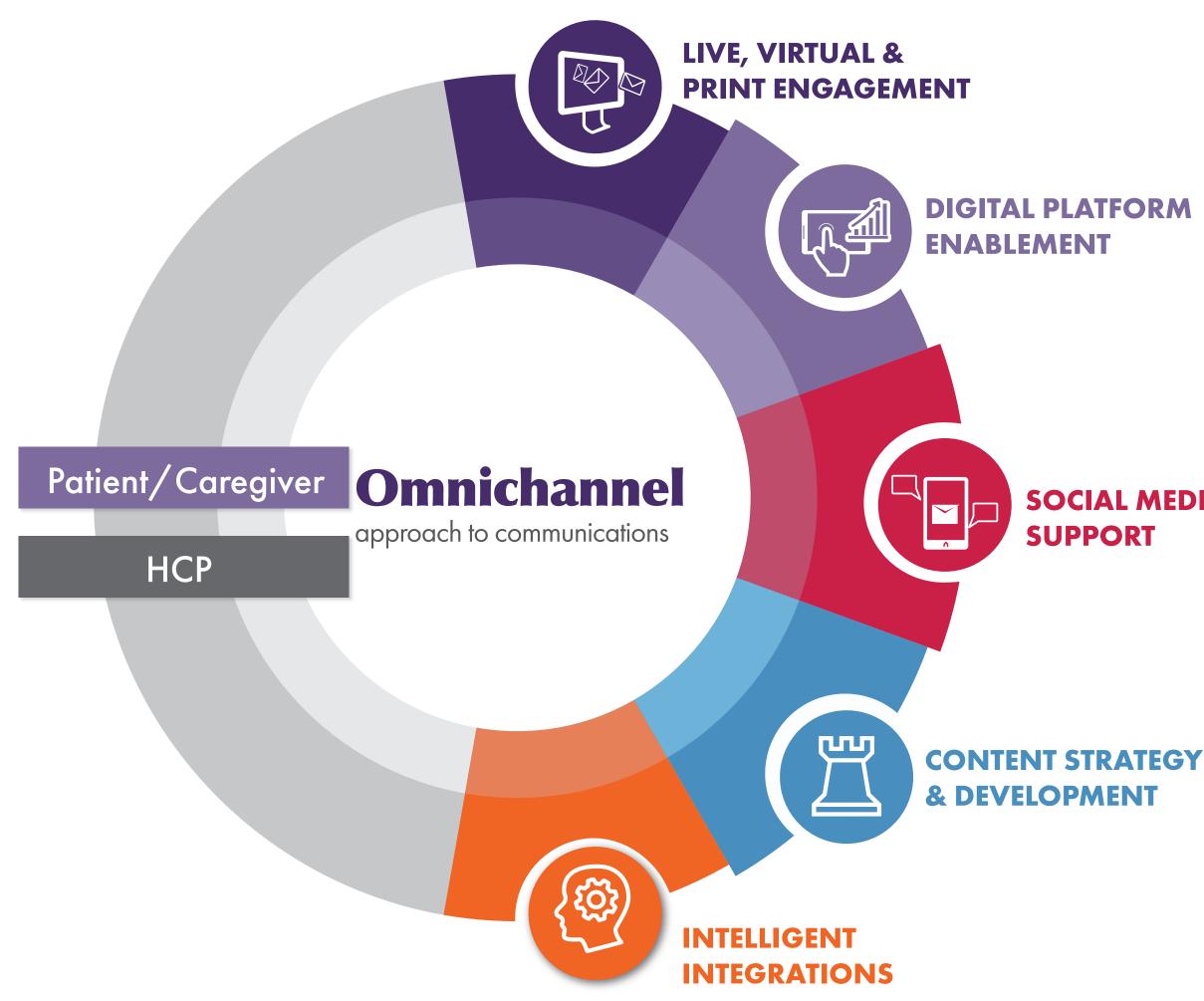A well-executed omnichannel communication strategy includes a strategic mix of online and offline channels. At Alphanumeric, we provide the tools to create a unique journey that resonates. It is about providing personalized support by integrating the reactive and digital communication channels to deliver a cohesive experience.

CONTENT STRATEGY & DEVELOPMENT

Channel-independent, your content is the foundation for your relationship with patients and their caregivers. Together, we will craft an omnichannel content strategy and deliver resources that will resonate with your patients and their caregivers.

- Communications and messaging strategy
- External assets (presentations, infographics, videos, podcasts, and more)
- Patient engagement support (plain language summaries, mechanism of action/disease materials, educational resources)
- Innovative and interactive enhancements (audio enhancements, avatars)
- Patient-focused educational materials

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INTELLIGENT INTEGRATIONS

As preferred partners in digital transformation, we help you meet your patients where they are with consistent, quality user experiences across all channels. Integrating external communication channels with your internal systems creates a single platform for data collection and content distribution.

- Salesforce CRM, Veeva Suite, Knowledge Base, Brand Websites, Service Now, InContact, Facebook Messenger, Instagram DM, Twitter, Kik, TikTok, WeChat, and many others.
- Custom internal applications via API

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