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# Driving Impact Through Relevant HCP Engagement Using Salesforce Life Sciences Cloud





# OVERVIEW

Pharmaceutical marketing is at a great inflection point, presenting a massive opportunity for growth and streamlined healthcare provider (HCP) engagement. Currently, in-person and non-personal interactions often miss the mark and are rarely aligned to the individual specific audience or the singular target HCP. This is partly because those engagements are managed through disparate and disconnected platforms.

The cost of HCP disengagement isn't only limited to missed connections; it ripples outward, impacting providers, patients, and even the future strategic opportunities of pharmaceutical companies. Commercially, one-size-fits-all marketing strategies risk alienating HCPs and eroding brand loyalty.

When HCPs lack timely, relevant information, patients may miss out on crucial treatments, undermining care quality. Surprisingly, only about 25% of companies have robust metrics for evaluating HCP engagement, leaving most without a clear feedback loop for improvement. Further, IT groups spend a third of their time wrangling data and integrating technology to support engagement and insights.<sup>1</sup>

Whether you're investing billions in your field force or competing with limited budgets, the launch of Salesforce Life Sciences Cloud (LSC) presents the opportunity to shift from transactional to relational management, offering a fully integrated solution that can yield greater overall return on investment and provide timely information to HCPs for improved decision-making in healthcare.

## IN THIS PAPER, WE WILL COVER:

- 1. THE CURRENT STATE OF HCP (DIS) ENGAGEMENT**
- 2. SALESFORCE LIFE SCIENCES CLOUD PROMISE**
- 3. MAXIMIZING IMPACT: ESSENTIAL TIPS FOR SEAMLESS MIGRATION TO SALESFORCE LSC**

<sup>1</sup> Study Reveals Integration Challenges Threaten Digital Transformation, With Organizations Spending on Average \$3.5 Million on Custom Integration Labor Costs, March 30, 2021. [LINK](#)

# 1. The Current State of HCP (Dis)Engagement



Like professionals in most industries, HCPs are highly constrained for time, flooded with a mix of messages from many different channels, and managing demanding workloads while trying to stay current in a rapidly evolving field.

Consequently, new, potentially life-changing treatments don't make their way to the patients who could benefit from them while providers juggle the demands of their workday. To advance our ability to effectively engage HCPs, pharma marketers must overcome several industry challenges:



## **DECLINING FACE-TO-FACE TIME**

Fewer than half of HCPs are considered accessible to pharmaceutical reps, meaning on-site visits and in-person dialogues have become rarer. Many HCPs prefer concise digital touchpoints over lengthy meetings, emphasizing the need for relevant and timely communications.

## **CHANNEL FRAGMENTATION AND OVERLOAD**

The proliferation of channels—email, social media, EHR portals, and more—often leads to inconsistent messaging. With only 30% of companies effectively integrating these platforms with consistent, situationally appropriate messaging, digital fatigue is now well-past a growing concern—it has undermined brand trust and rep effectiveness.

## **REGULATORY & DATA PRIVACY SCRUTINY**

As frameworks like GDPR, CCPA, and HIPAA take center stage, organizations must work harder to remain nimble and remain on the right side of compliance. Every point of digital interaction brings obligations around data usage and privacy, a necessary complication that can slow innovation unless carefully managed.

## **DATA SILOS & PRIVACY**

A unified view of the HCP and the patient type they are treating is often missing. Data may lie scattered across patient management systems, marketing automation tools, or legacy CRMs. Compounding this challenge, strict privacy guidelines such as GDPR demand heightened vigilance about consent and data usage. When data remains siloed, the promise of personalized engagement is difficult to fulfill.

## **MEASUREMENT & IMPACT**

Data-driven decision-making lags rhetoric. Barely 25% of organizations possess reliable metrics for gauging their promotional impact, which means that promotional spend may be wasted on activities with uncertain return. Without robust analytics, it's impossible to refine strategies or link engagement efforts to patient outcomes.



## 2. Salesforce Life Sciences Cloud Promise

Salesforce Life Sciences Cloud (LSC) is more than a field engagement CRM replacement. LSC leverages data models, workflow enhancements, and process enhancements—all specialized to Pharmaceutical and MedTech organizations to unify clinical, medical, and commercial interactions.

While LSC is purpose built to service the demands of the industry, its real potency lies in the additional synergy of three powerful components, each critical for elevating HCP engagement:



### **DATA COLLECTION**

Life Sciences Cloud is tightly coupled with Data Cloud. Data Cloud is built to make it easier to connect, unify, and activate customer data from any source for people, processes, and agentic automation at the point of need (local market, field force, marketing automation, agents, etc.). Think centralized governance with decentralized use built to facilitate customer engagement.

### **CONNECTED PERSONAL AND DIGITAL (NON-PERSONAL) ENGAGEMENT**

With Marketing Cloud add-ons, Life Sciences Cloud powers orchestrated journeys across field force, email, chat, SMS, and beyond, making sure each HCP encounter feels personal, timely, and relevant.

### **AGENTIC LABOR PLATFORM**

Agentforce opens the doors to unlimited new opportunities to support life sciences engagement. Some digital labor will be built-in, and a platform development tool enables organizations to scale digital labor across their unique workflow needs.



## 2. Salesforce Life Sciences Cloud Promise

### WHAT COORDINATED HCP ENGAGEMENT LOOKS LIKE

Life Sciences Cloud revolutionizes the HCP relationship, moving away from traditional channel-focused strategies toward innovative, persona-based coordination powered by AI agents. This transformative approach combines known attributes, customer preferences, and behavioral indicators to create truly personalized interactions.

### HERE'S HOW THESE AI-POWERED AGENTS CAN REDEFINE HCP ENGAGEMENT:

#### PROACTIVE FIELD ENGAGEMENT

Instead of merely acting as a highly influential yet disconnected channel, imagine each field rep is equipped with an Agentforce AI agent. The agent crafts a tailored call-planning guide, offering customized recommendations on content and educational focus for each HCP based on their writing behavior, brand perceptions, and influences from peers. Reps can then enhance details, particularly for non-prescribing doctors, by leaning into the barriers or biases they experience, addressing challenges directly related to that HCP's office business, and save time retreading less than impactful reasons to believe for the brand to this HCP.

#### NON-PERSONAL ENGAGEMENT THAT DELIVERS ON ACTUAL HCP-LEVEL NEEDS

AI agents transform digital assets and email marketing from generic blasts into individually tailored journeys that align with business objectives and with the needs of each specific HCP. For instance, prescribing doctors might receive resources for their office to expedite PA or access elements that slow office staff and create redundancy. Additionally, they could be kept apprised of other HCPs like themselves leading the charge in their therapeutic area and identify opportunities for deep peer-to-peer interactions beyond simple brand benefits. No email is sent without a deep understanding of the in-person rep detailing experience, removing the disconnect from NPP and personal interactions.

#### OPTIMIZING MEDIA SPEND AND ENGAGEMENT PRECISION

Instead of viewing media as another channel, AI agents radically enhance its strategic deployment. Using advanced hyper-targeting, digital advertising can be selectively engaged or suppressed based on the AI's interpretation of HCP signals—whether from prescribing behaviors, event participation, content consumption, or even influential HCP network cues. Technologies such as Publicis' CoreAI allow seamless integration with Salesforce, optimizing media spend and engagement with precision.

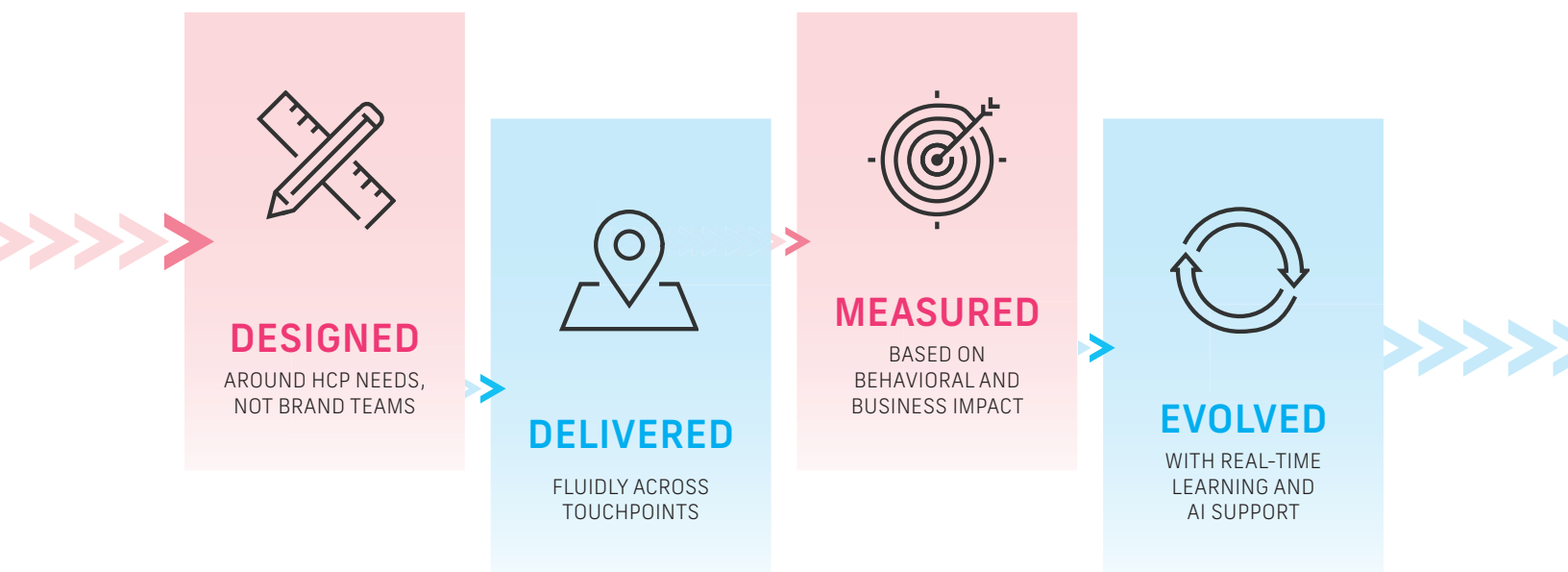


# 3. Maximizing Impact: Essential Tips for Seamless Migration to Salesforce LSC

## THE OPPORTUNITY: REIMAGINING THE HCP EXPERIENCE

Migrating to Life Sciences Cloud naturally brings platform modernization, a simplified tech stack, unified data sources, and improved workflow efficiency. Those benefits alone can be instrumental in driving operational agility. However, a migration to LSC isn't simply about "doing digital better." It's about transforming engagement into something HCPs value through interactions that feel coordinated, timely, and tailored to their clinical and professional context, which may ultimately facilitate better care for patients.

While the migration reduces technical debt, the greater ROI will come from rethinking engagement all together. Reimagining the HCP experience through Salesforce LSC is a strategic opportunity, but it requires deliberate, well-sequenced execution:



### 3. Essential Tips for Seamless Migration to Salesforce LSC

## ESSENTIAL TIPS FOR MIGRATION AND REIMAGINING THE EXPERIENCE

#### 1. CLEAR OBJECTIVES

Organizations should set clear, measurable goals, such as “reducing time-to-market for new therapies by 15%” or “increasing HCP engagement by 20% in priority segments.” By tying technology adoption to concrete outcomes, teams gain clarity on how success is measured.

#### 2. DATA MIGRATION & QUALITY

The foundation for migration is data readiness: unifying HCP records across systems, resolving duplication and quality issues, and aligning data with privacy and consent requirements. Equally, each step must honor HIPAA/GDPR/CCPA and industry-specific rules. Proper encryption and role-based access maintain data integrity.

Publicis’ recommended migration approach has been focused on:

- Blockifying data to efficiently process, analyze, and utilize data for decision-making and task execution.
- Normalizing data to Epsilon COREID and use that as a universal currency to plan, activate, and measure connected engagement across channels.

#### 3. CONTENT MIGRATION

Transferring existing e-detailing or digital marketing materials requires careful auditing. Some legacy content may no longer meet brand or compliance standards. Migrating only what’s valuable keeps the new system lean and aligned with current best practices. In parallel, a content modernization effort is essential—making sure materials are compliant, modular, and designed for dynamic, omnichannel engagement.

Publicis’ approach with clients has been focused on standardizing the taxonomy and metadata schema, and using Publicis Sapient’s Slingshot AI platform to automate the content migration from alternate CRM platforms to Salesforce.

#### 4. DIGITAL / AGENTIC LABOR OPPORTUNITY

Modern marketing requires a willingness to harness emerging technology, including the analysis of the functions and processes that could be dramatically improved through agentic labor. The potential scope of this impact is vast.

Publicis has been working with clients on the NextGen Operating model that takes into consideration the automation LSC offers, reducing dev/build resources and improving AI augmented functions such as insights, strategy, and activation.

#### 5. CHANGE MANAGEMENT

Successful migrations hinge on the buy-in of both internal and external stakeholders. Detailed communication plans, ample training, and phased rollouts all help field reps and managers become comfortable with new capabilities. Resistance to change can hamper adoption, so addressing it early is key.

Equally critical is early and ongoing stakeholder engagement. Field teams, marketing, IT, medical affairs, and compliance all need to be aligned around a shared vision of engagement and equipped with the training, governance, and change support to succeed. Without these guardrails in place, even the best technology can fall short. This transformation is not just a platform deployment, it’s a shift in culture, process, and mindset around how HCPs are served.

#### 6. POST-MIGRATION OPTIMIZATION

Once the initial go-live is complete, ongoing improvement cycles ensure the platform continues to adapt. Regular feedback from reps and HCPs can shape iterative enhancements, while analytics reveal which strategies truly move the needle.



### 3. Essential Tips for Seamless Migration to Salesforce LSC

As a leading Salesforce implementation partner, Publicis has been working with Salesforce on several co-innovation workstreams, including an expanded partnership to incorporate Salesforce AgentForce into our CoreAI platform, creating an end-to-end Connected Media and CRM solution. This integration combines Publicis Groupe's Connected Media assets from Epsilon and Lotame with Salesforce's Connected CRM platforms. Through agentic integration between Publicis CoreAI and Salesforce AgentForce, clients will be able to connect identities across both client and CoreAI tenants, facilitating precision PESO planning and execution.

This new capability will generate previously unavailable insights, expand audience intelligence, and optimize segmentation across all channels. Shared clients will be able to scale their data and customer-serving processes through agentic integration.

#### BENEFITS TO CLIENTS





## CONCLUSION

HCP engagement strategies must evolve if life sciences companies are to remain competitive in today's data-centric and AI-driven environment. Salesforce Life Sciences Cloud offers an integrated, intelligent ecosystem capable of managing everything from data analytics and content strategy to compliance and field operations.

For organizations prepared to do the upfront planning—especially around data migration, change management, and content optimization—the payoff can be enormous: faster adoption of new therapies, stronger relationships with key opinion leaders, and a more agile response to market shifts. The healthcare landscape will only grow more complex in the coming years, and those who proactively harness AI and connected data strategies will be best positioned to thrive. If modernizing your commercial operations is a priority, now is the prime moment to consider all that Life Sciences Cloud has to offer.



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