

DIGITAL EXPERIENCE PLATFORMS

BUILD TRUST, CREATE LOYALTY, AND DELIVER VALUE TO HCPs AND THEIR PATIENTS

PUT THE HEALTHCARE PROFESSIONAL (HCP) IN THE CENTER

Digital experience platforms (DXPs) enable pharma, biotech, and medical device companies to seamlessly manage the delivery and optimization of personalized experiences across various devices, channels, and touchpoints.

To be successful, companies need to create a single view of HCPs and patients, a mission requiring data integration across various silos. This builds a foundation for optimizing your digital engagement channels by using AI and ML. With this competitive advantage, your company can build an omnichannel engagement strategy.



Target your audience with the right message, through the right channel, in the right context, and at the right time.



Establish the next best action based on highly personalized digital engagement.



Adapt more quickly to changes in the market.

3 FEATURES OF DXPs

1

CONTENT MANAGEMENT AND OMNICHANNEL DELIVERY

- Accelerate your brand presence across channels with a cost-efficient content management strategy
- Improve your content targeting accuracy by using integrated product and clinical information
- Create and deliver personalized content with channel consistency, customizable workflows, and content repurposing
- Manage multiple digital channels under one solution

2

EXPERIENCE MANAGEMENT

- Identify valuable HCP segments and construct key personas to understand their needs
- Map patient journeys to understand the context of each HCP interaction and deliver targeted campaigns at every touchpoint
- Use collected HCP behavior insight to streamline interactions and conversions across channels
- Assess campaign performance and find new areas for improvement



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3 COMPREHENSIVE COVERAGE



CHANNEL CONSISTENCY

Engage HCPs in a continuous conversation with your brand across relevant channels, devices, and touchpoints in an uninterrupted way.



FULLY INTEGRATED EXPERIENCES

Use microservices, architecture, and APIs to reduce the IT complexity and fully integrate your multichannel marketing experiences.



CONTEXTUAL PERSONALIZATION

Provide a deeper level of personalization by analyzing HCP behavior, preferences, device use, and tailoring successful conversion paths.



ADVANCED CAPABILITIES

Streamline content, interactions, and responses to unlock hidden opportunities with the help of AI and ML applications.

Investing in a DXP is a smart move for life science companies looking to achieve greater agility. Download our latest eguide to learn the steps your company can take to enable an omnichannel communication strategy.

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IT STABILITY

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29 YEARS
of award-winning service

EXPERIENCE

20,000+
complex projects completed

TRUST

Our
82 NPS
leads the industry

YOU-CENTRIC

100%
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or hybrid delivery

SCALABILITY

30%
CAGR — you won't outgrow us

LOYALTY

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more than 20 years)

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