MCE

READY-TO-RUN IN-COMPANY



Omnichannel Excellence in Pharma & Biotech

PHARMA & BIOTECH

READY-TO-RUN

What is a **Ready-to-Run** programme?

MCE's Ready-to-Run programmes are standard MCE programmes delivered to one organization at a time. There are no public sessions or individual registrations.



01

Standard content

The programme is delivered as designed: the same seven modules for every group.

02

Your team only

Only participants from your organization are in the room.

03

You choose the logistics

Dates, group and format: on your site, at a venue or online.

How does Ready-to-Run compare with other MCE formats?

	Open programme	Ready-to-Run	Custom programme
WHO ATTENDS	Individuals from different organizations	Your team only	Your team only
CONTENT	Standard	Standard	Designed for you
DATES & LOCATION	Scheduled public sessions	You choose	You choose
A GOOD FIT WHEN	You are developing one or a few people	You have more than three people to train	You need content designed for your organization

More than three people to train?

If you plan to send several people to an open programme, a Ready-to-Run programme for your team is a practical option to compare.

Request a quote >

Omnichannel Excellence in Pharma & Biotech

Build connected, data-driven engagement across every channel HCPs and stakeholders use.

Why This Programme Matters to You



Healthcare professionals engage across a dozen channels at once, and they expect every touchpoint to be relevant, personalized and connected. The old campaign-and-channel model can't deliver that.

Winning now means integrated, omnichannel engagement — human expertise, digital channels and data-driven insight working as one — with AI helping you understand preferences and personalize at scale, without losing consistency or trust.

This programme helps your commercial, medical and market access teams build that capability: connected omnichannel engagement, sharper commercial decisions, and customer experiences that actually improve performance.

Competences

- Omnichannel strategy
- AI-enabled insight
- Data-driven decisions
- Experience design
- Engagement measurement

Who Is It For

You lead or shape commercial, medical or customer engagement, and you want to move from disconnected channels to one integrated, data-driven omnichannel model.

Experienced Managers

Senior Managers & Directors

Learn, Practise and Use

- **Build** an integrated omnichannel engagement strategy.
- **Combine** human, digital and data-driven engagement into one experience.
- **Use** AI-enabled insight to understand and personalize engagement.
- **Make** sharper, data-driven commercial decisions.
- **Design** integrated customer experiences across channels.
- **Plan** commercial activity in a more agile way.
- **Measure** engagement effectiveness in ways that reflect value.
- **Scale** compliant content through modular design and faster review.
- **Leave** with an omnichannel engagement plan.

PRACTICAL INFORMATION

DURATION
3 days

BUSINESS IMPACT

Improves commercial agility, strengthens stakeholder engagement across channels, and enables teams to deliver more consistent, data-driven and impactful customer experiences.

Click here for dates, locations and full programme outline

Programme Modules

1

Why Single-Channel Thinking No Longer Works

Healthcare professionals now use many channels at once: face-to-face visits, email, webinars, websites and congresses. You look at why traditional campaign-by-campaign and channel-by-channel models no longer meet their expectations.

2

Building an Omnichannel Engagement Strategy

Most companies already use many channels, but they rarely work together. You build an omnichannel strategy that connects them into one experience, with each channel playing a clear role.

3

AI and Data for Sharper Engagement

You have more customer data than ever, but it is not always used well. You explore how data and AI can help you understand customer preferences and make engagement more relevant, within the limits of privacy and compliance.

4

Designing the Integrated Customer Experience

Customers should feel they deal with one company, not many separate teams. You design an integrated customer experience that combines field teams, medical colleagues and digital channels across the whole customer journey.

5

Agile Planning and Measuring What Works

Annual plans struggle to keep up with fast-changing customer behaviour. You work on more agile commercial planning, and on measuring engagement in ways that show real value, not just activity.

6

Content and Review at Omnichannel Speed

Omnichannel needs much more content than traditional review processes were built to handle. You work on modular content, faster review workflows and closer cooperation between marketing, medical and compliance, so engagement stays relevant and compliant.

7

Your Omnichannel Action Plan

You apply what you have learned to a real brand or customer segment. You leave with a clear omnichannel plan: the customer journey, the role of each channel, and how you will measure success.



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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