

## Case Study

# Integrating With a Next Best Engagement System to Determine Personalized Messaging for Each HCP



## Challenge

A major pharmaceutical company built out a Next Best Engagement (NBE) system to determine the personalized messaging for each HCP and required key partners to seamlessly integrate within the NBE system.

## Solution

**Built DeepIntent Orchestrate™ custom integration based on client's requirements:**

- ✦ Pulling weekly target lists based on NBE system to extend messaging to the right HCP at the right time
- ✦ Pushing weekly physician-level data (PLD) back into the client's NBE system

**DeepIntent is the only programmatic partner integrated within this client's NBE system along with five to seven publishers, cloud-based services, and data partners**

**Three brands will be live with DeepIntent Orchestrate™ by Q4 '21:**

- ✦ One brand in Q4 2020
- ✦ Rolling out two additional brands in 2021