

# Omnichannel Pharma Certificate Program

## Master Omnichannel excellence

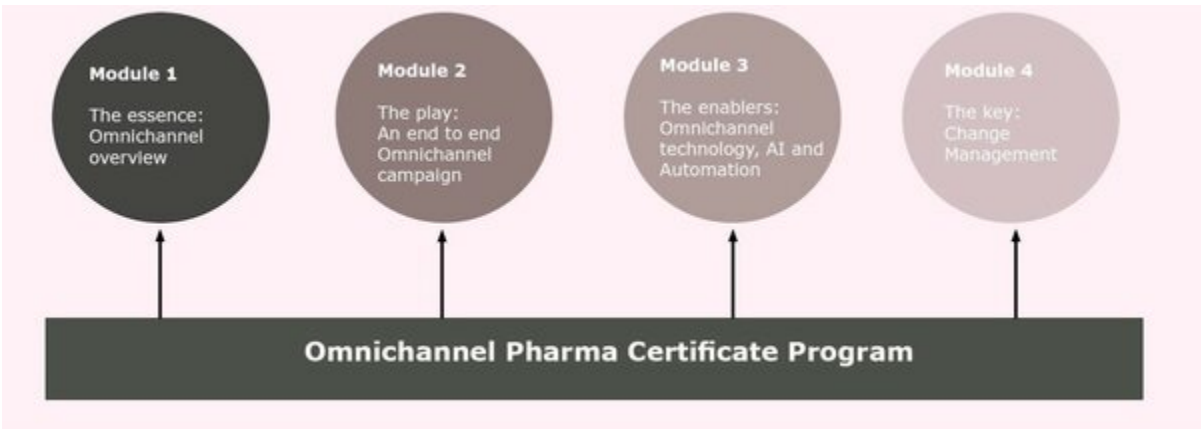
The digital revolution is reshaping the pharmaceutical industry and the omnichannel approach is essential for creating meaningful customer and broader stakeholder relationships and engagements.

Whether you aim to deliver targeted content, enhance customer experience, or drive higher ROI from campaigns, mastering and operationalising omnichannel strategies is key and insights to drive your organization's efforts confidently.

The Omnichannel Pharma Certificate Program provides a broad introduction and hands-on exercises to master omnichannel engagement, equipping you with practical skills and insights to drive your organizations efforts confidently. By focusing on actionable strategies, you'll be prepared to deliver measurable outcomes in a competitive landscape.

### 4 Modules to the Omnichannel Pharma Certification

The program consists of 4 Modules to get full certification. Module **1** is **mandatory** to be able to attend other modules. Modules **2 – 4** can be **booked individually**.



### Target audience

The Certificate Program is designed for professionals from Pharma RX/OTC, Medtech and Diagnostics:

- Brand / Product / Medical Manager
- Digital Leaders / Managers
- Chapter / Squad Leaders
- Communication Manager
- Marketing / Sales Managers
- Commercial Excellence Leaders
- Sales Force Effectiveness Leaders / KAM
- Business Unit Heads

## Modules

### Module 1 - The essence: Omnichannel overview

This Module is a 1 day seminar and mandatory to be able to attend other modules.

#### Module content

- Introduction to omnichannel
- The equation: 3 Cs and 1 E of Omnichannel: Customer + Content + Channel = Engagement
- Tools from the toolbox: Personas and Customer Journeys
- Value of Omnichannel

### Location

Trafo Baden Kultur und Kongresszentrum

Brown Boveri Pl. 1 5400 Baden

[Map](#)

### Lecturers



Julian Hohendorff

Consultant & Coach  
JH Consulting & Coaching

## Omnichannel Pharma Certificate Program

Please choose module and date

Module 1: The essence

Cost per person (excl. VAT)

CHF 980.00 (for shqa members)

CHF 1480.00 (for non-members)

Choose a date



Module 2: The play

Cost per person (excl. VAT)

CHF 1960.00 (for shqa members)

CHF 2960.00 (for non-members)

Choose a date



Module 3: The enablers

Cost per person (excl. VAT)

CHF 980.00 (for shqa members)

CHF 1480.00 (for non-members)

Choose a date



Module 4: The key

Cost per person (excl. VAT)

CHF 980.00 (for shqa members)

CHF 1480.00 (for non-members)

Choose a date



Register here

Language

English

Course type

Certificate Program

Attendance seminar

Cost per person (excl. VAT)

CHF 4'900 .– (for shqa members)

CHF 7'400 .– (for non-members)

Costs per person (excl. VAT) Module 1 - 4. All Modules can be booked individually



I would be happy to advise you personally

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### Contact persons



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## Module 2 - The play: An end to end Omnichannel campaign



**This Module is a 2 day seminar**

**Module content**

- Agency collaboration models
- Designing and planning an Omnichannel measure
- Developing engagement objectives and key messaging
- Texting basics and Persona-specific
- Developing a content + channel mix
- Developing a user journey
- Creating a success measurement framework with the right KPIs

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## Module 3 - The enablers: Omnichannel technology, AI and Automation



**This Module is a 1 day seminar**

**Module content**

- Omnichannel technology overview and landscape
- Overview of relevant technology players
- AI as a key enabler for omnichannel
- Automation potential for small teams and limited budgets

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## Module 4 - The key: Change Management



**This Module is a 1 day seminar**

**Module content**

- Six stages of change
- Logical layers impacting change
- Behaviour change wheel
- Interventions to drive change
- Breaking down silos: cross-functional omnichannel engagement
- Change tracking

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Lecturers





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Profile

