

# The essence: Customer Engagement Overview

## Customer Engagement Certificate Program

The digital revolution is reshaping the pharmaceutical industry, and the customer-centric approach is essential for creating meaningful stakeholder relationships and engagements.

In this seminar you'll gain a comprehensive understanding of customer engagement. Explore the key components of the "3 Cs and 1 E" equation —Customer, Content, Channel and Engagement and learn how these elements interact to create impactful strategies.

You will also be introduced to essential tools like Personas and Customer Journeys, enabling them to better understand and engage their target audience. Furthermore, the seminar will highlight the value of customer-centric approaches in building meaningful connections and driving business success.

### Module content


- Introduction to customer engagement and potential benefits
- Identifying customer needs and preferences
- The equation: 3 Cs and 1 E: Customer + Content + Channel = Engagement
- Tools from the toolbox: Personas and Customer Journeys

### Target audience

Professionals from Pharma RX/OTC, Medtech and Diagnostics:

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


### Lecturers



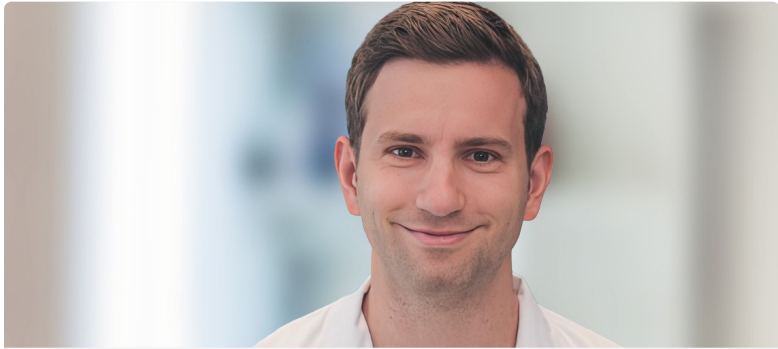
**Julian Hohendorff**  
Consultant & Coach  
JH Consulting & Coaching

Profile






**Dr. med. Claude Cao**  
Head Medical Office Sanamea AG; CEO Medyoo AG  
Sanamea AG



**Dr. med. Michael S. Messerli**  
Oberarzt, Klinik für Geburtshilfe  
Universitätsspital Zürich



## The essence: Customer Engagement Overview

Date  
**Wednesday, August 27, 2025**

Time  
**09.00 - 17.30**

Language  
**English**

Course type  
**Seminar**

Location  
**Trafo Baden Kultur und Kongresszentrum**  
Brown Boveri Pl. 1, 5400 Baden  
[Map](#)

**Arrival by public transport**  
We recommend that you travel by public transport, the Trafo Baden is only a 3 minute walk from Baden train station.

**Arrival by car**  
The Trafo parking garage has 300 covered parking spaces. Please note, that the parking garage is public and no parking spaces can be reserved. 1000 further parking spaces can be found close to Trafo Baden.

**CHF 980 .–** (for shqa members)  
**CHF 1'480 .–** (for non-members)  
Cost per person (excl. VAT)


## Certificate Program

This seminar is part of the Omnichannel Pharma certificate program

## Contact persons



**Rebecca Siegmann**  
[+41 41 500 07 86](tel:+41415000786)



**Carla Roos**  
[+41 41 500 07 83](tel:+41415000783)