



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 39th cycle

PNRR 117 Research Field: ANALYSIS OF OMNICHANNEL STRATEGIES AND APPROACHES IN THE HEALTHCARE INDUSTRY

Monthly net income of PhDscholarship (max 36 months)

€ 1450.0

In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity

Motivation and objectives of the research in this field

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The healthcare industry has experienced a significant transformation in recent years due to rapid advancements in technology, changing consumer behaviors, and the growing importance of digital communication channels. To adapt and stay competitive in this dynamic landscape, pharmaceutical and medical technology (medtech) companies are increasingly adopting omnichannel strategies and approaches. An omnichannel strategy refers to the seamless integration of various communication channels, such as online platforms, mobile apps, social media, email, and traditional channels, to deliver a consistent and personalized experience to stakeholders, including healthcare professionals, patients, and caregivers.

The motivation behind this research lies in the following key factors:

- 1.Changing Landscape: The healthcare industry is witnessing a shift towards patient-centric care, where consumers are more involved in their healthcare decisions.
- 2.Digital Transformation: With the increasing adoption of digital technologies, there is a growing demand for accessible and reliable healthcare information across multiple platforms.
- 3.Competitive Advantage: Companies that effectively implement omnichannel approaches gain a competitive edge by improving engagement, building brand loyalty,



	<p>and ultimately increasing market share.</p> <p>Objectives:</p> <p>The primary objectives of this research are to comprehensively analyze and evaluate the current status of omnichannel strategies and approaches adopted by pharmaceutical and medtech companies in the healthcare industry.</p> <p>Specific objectives include:</p> <p>Assessing Omnichannel Presence: Analyze the various communication channels used by pharmaceutical and medtech companies to engage with different stakeholders, including healthcare professionals, patients, and caregivers.</p> <p>Evaluating Content Personalization: Investigate the level of personalization and relevance of content delivered through omnichannel approaches.</p> <p>Measuring Stakeholder Engagement: Quantify and compare the levels of engagement and interaction across different communication channels.</p> <p>Identifying Success Factors and Challenges; Explore the factors contributing to the success of omnichannel strategies and the challenges faced by companies in their implementation.</p> <p>Recommending Improvement Strategies. Propose actionable recommendations for to enhance their omnichannel strategies.</p>
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>To carry out the research on analyzing omnichannel strategies and approaches in the healthcare industry, a combination of qualitative and quantitative methods, along with specific techniques, can be employed. Here are some methods and techniques that can be developed or used:</p> <p>Literature Review: Conduct an extensive literature review to gather existing knowledge and insights related to omnichannel strategies in the healthcare industry. This will provide a foundation for understanding the current state of research and identifying gaps that need to be addressed.</p> <p>Surveys: Design and administer surveys to healthcare professionals, patients, caregivers, and other stakeholders to gather their perceptions, preferences, and</p>



	<p>experiences with omnichannel communication from pharmaceutical and medtech companies. Surveys can be delivered online or through other relevant channels.</p> <p>Interviews and Focus Groups: Conduct in-depth interviews and focus groups with key stakeholders to obtain qualitative data on their experiences and opinions regarding omnichannel strategies. This approach allows researchers to gain deeper insights and understand the nuances of stakeholder perspectives.</p> <p>Content Analysis: Analyze the content shared through various communication channels, such as websites, social media, and email marketing, to assess the level of personalization, relevance, and consistency in messaging.</p> <p>Data Mining: Apply data mining techniques to extract meaningful patterns and trends from large datasets, such as social media interactions, customer feedback, and sales data.</p> <p>Case Studies: Conduct case studies on select pharmaceutical and medtech companies that have implemented successful omnichannel strategies.</p> <p>Benchmarking: Compare the omnichannel strategies and performance metrics of different pharmaceutical and medtech companies to identify best practices and areas for improvement.</p> <p>Expert Opinion: Seek insights from experts in the healthcare and digital marketing fields to gain a broader understanding of industry trends and emerging practices. By employing these methods and techniques, the research can provide a comprehensive and well-rounded analysis of the current status of omnichannel strategies in the healthcare industry and offer valuable recommendations for enhancing communication and engagement with stakeholders.</p>
Educational objectives	<p>The expected educational objectives of this PhD program include the following:</p> <ul style="list-style-type: none"> •The capability to develop research skills, with reference to qualitative methodologies and experiments; •The relational skills related to the possibility to work in two dynamics and vibrant universities; •The public speaking skills connected with the presentation of the research to international conferences.



Job opportunities	<p>The opportunities for a PhD graduate in this research area are:</p> <ul style="list-style-type: none"> •Analyst/Research Analyst: The research skills acquired during the PhD program can be applied in data analysis roles •Healthcare Consultant: The graduate can work as a consultant for companies with specific focus in the healthcare sector •high-level professional roles in national and international medtech and pharmaceutical companies •advisory, with the aim of supporting companies in the decisions relating to the launch or redesign of omnichannel initiatives;
Composition of the research group	1 Full Professors 1 Associated Professors 2 Assistant Professors 1 PhD Students
Name of the research directors	Debora Agostino

Contacts
deborah.agostino@polimi.it

Additional support - Financial aid per PhD student per year (gross amount)	
Housing - Foreign Students	--
Housing - Out-of-town residents (more than 80Km out of Milano)	--

Scholarship Increase for a period abroad	
Amount monthly	725.0 €
By number of months	6

National Operational Program for Research and Innovation	
Company where the candidate will attend the stage (name and brief description)	GDS Communication S.r.l.
By number of months at the company	0
Institution or company where the candidate will spend the period abroad (name and brief description)	
By number of months abroad	6



Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information

The selected PhD Student will be offered the opportunity to develop teaching capabilities through the involvement as a teaching assistant in one of the courses chaired by the Professors affiliated to the research group, also according to her/his attitude and interests.

The selected PhD Student will be located at GDS in Como where she/he will have desk availability. Doctoral classes will be attended in Milan at POLIMI School of Management.