

Case Study:

Marketing Automation Accelerates Biopharma Outreach by 33%

Strategic enablement on Salesforce Marketing Cloud and Veeva CRM drives compliant HCP Engagement and rapid go-to-market execution

Accelerating Commercialization

A clinical-stage biopharmaceutical company pioneering targeted cancer therapies received U.S. Food and Drug Administration (FDA) filing acceptance for its Biologics License Application (BLA), marking a significant regulatory advancement. To accelerate commercialization ahead of approval, the company prioritized rapid, targeted communication of this pivotal milestone to a broad Healthcare Provider (HCP) audience. As an emerging biopharma organization, it lacked the internal technology infrastructure and platform expertise to efficiently engage target HCPs, delaying critical pre-launch preparations for its FDA-accepted oncology therapy.

Legacy HCP engagement platforms are no longer equipped to navigate the complexity and speed of today's clinical environment.

To stay ahead, life science organizations must adopt innovative solutions that unify data, automate personalization, and support compliant and scalable engagement.

These advanced platforms shift communication from static messaging to adaptive, personalized experiences tailored to meet the evolving demands of healthcare.

Next-generation tools, such as Salesforce Marketing Cloud, when configured for biopharma and integrated with platforms like Veeva CRM, consolidate disconnected outreach efforts into a unified engagement ecosystem that delivers high-impact HCP interactions and accelerates commercial success.

Solution Snapshot

Conexus Solutions, Inc. partnered with the client and their agency of record to streamline collaboration and expedite the go-to-market (GTM) strategy.

Salesforce Marketing Cloud was rapidly deployed and seamlessly integrated with Veeva CRM to enable targeted HCP outreach, announcing FDA BLA acceptance and accelerating clinical adoption.

Strategic Outcomes:

- **GTM launch completed in just 3 weeks:** Technical expertise and strategic enablement accelerated launch success.
- **25% increase in email deliverability:** Improved reach to targeted HCPs.
- **33% faster message deployment to HCPs:** Reduced time to engagement.
- **Automated follow-ups:** Increased open rates and expanded HCP reach.

Coordinated Strategy and Expertise Deliver 33% Faster Results

Following FDA acceptance of their BLA, the client reached a pivotal point in the regulatory process, advancing toward full approval and positioning their therapy for market entry. For a biopharma start-up, this moment carried both strategic opportunity and a time-sensitive urgency, as scientific innovation and market visibility shaped the path to clinical and commercial success. Healthcare providers needed to be rapidly informed, engaged, and prepared for launch. Speed was not just a competitive edge; it was essential for driving awareness, aligning teams, and accelerating patient access to a promising new oncology therapy.

To meet aggressive launch timelines, the team prioritized interoperable solutions and maintained close alignment with the agency of record across all channels. Partnering with a technology expert provided the domain expertise and resources needed to translate strategic objectives into platform capabilities, executed at the speed required for time-sensitive commercialization.

The collaboration didn't just meet expectations, it redefined them. By uniting domain expertise with strategic agency alignment, the partnership accelerated GTM execution by 33%, improved HCP outreach effectiveness by 25% and strengthened compliance. Together, the teams delivered measurable impacts across every phase of deployment.

The success of this initiative was based on the close collaboration between the technical experts and the agency of record. By aligning strategic goals and combining specialized knowledge, they developed a unified approach that was both innovative and compliant. This partnership enabled agile decision-making, seamless coordination, and a shared commitment to delivering timely, impactful communication to the healthcare community.

Unified Strategy for Brand-Aligned Marketing Automation

This collaboration model unified expert technical execution with strategic brand alignment to deliver a compliant, scalable, high-impact HCP outreach. By integrating Veeva CRM and

Salesforce Marketing Cloud platform capabilities with adaptive messaging, the teams enabled timely delivery and optimized engagement performance across the campaign lifecycle.



Expert Technical Team

Salesforce Marketing Cloud Integration with Veeva CRM

Platform Strategy Execution

Converted strategic goals into dynamic content, compliant data capture, and personalized HCP engagement.

Improved Delivery by 25%

Streamlined creative, QA, and deployment cycles by embedding intelligent workflow logic, minimizing delays through early coordination and expert execution.

Built for Compliance and Scale

Delivered secure, scalable solutions **33% faster**, aligned with 21 CFR Part 11, HIPAA, and IT governance standards.

Performance-Driven Optimization

Integrated analytics to track engagement, ensure audit readiness, and guide future strategy.



Agency of Record

Strategic Brand Leadership

Strategic Messaging Framework

Aligned brand voice, therapeutic positioning, and channel strategy to deliver credible, consistent, and relevant communications across emails, portals, and field assets.

Compliance-Ready Content

Identified risks early and ensured scientific accuracy, minimizing revisions and safeguarding regulatory readiness.

Efficient Asset Development

Orchestrated timelines to align with internal reviews, regulatory checkpoints, and launch milestones.

Adaptive Brand Execution

Evolved messaging based on clinical data, market shifts, and stakeholder feedback to stay timely and impactful.

Intelligent Outreach Fuels Commercial Success in Biopharma



By automating marketing workflows with solutions like Salesforce Marketing Cloud, and enabling seamless interoperability with Veeva

CRM, a clinical-stage biopharmaceutical company successfully advanced the commercialization of its novel oncology therapy. In partnering with Conexus, an expert managed services provider, the team enabled rapid, compliant HCP outreach at a pivotal regulatory milestone.

The result was a streamlined, compliant market introduction that enabled early HCP engagement and established a strong foundation for long-term commercial success.

This initiative resulted in a **33% acceleration** of go-to-market execution and a **25% increase** in outreach deliverability, driven by optimized campaign journeys and refined targeting.

Through deep domain expertise and strategic alignment with the agency of record, the team delivered a scalable, intelligent marketing model tailored to the complex demands of life science organizations.

The team behind your team

Conexus Solutions, Inc. is a life sciences technology and managed services partner helping commercial and R&D organizations simplify complexity, reduce risk, and operate more efficiently. With deep industry expertise and flexible, scalable delivery across Veeva, Salesforce, AI, analytics, and operational support, Conexus enables life sciences companies to accelerate growth, strengthen engagement, and focus on innovation and patient outcomes. Learn more at cnxsi.com



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