

Foundations Macro Audit

A fast assessment and benchmark of the five foundations behind how your organisation engages HCPs

June 2026

Sharpen your HCP engagement with our Foundations Macro Audit

→ Why this audit?

A fast, honest read on the five foundations behind your HCP engagement: data, segmentation, journeys, operating model and measurement. We show you what's holding you back and where your AI, Omnichannel, and CX spend is leaking, with very little time on your end.

→ How it works

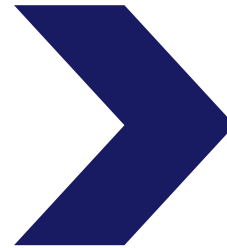
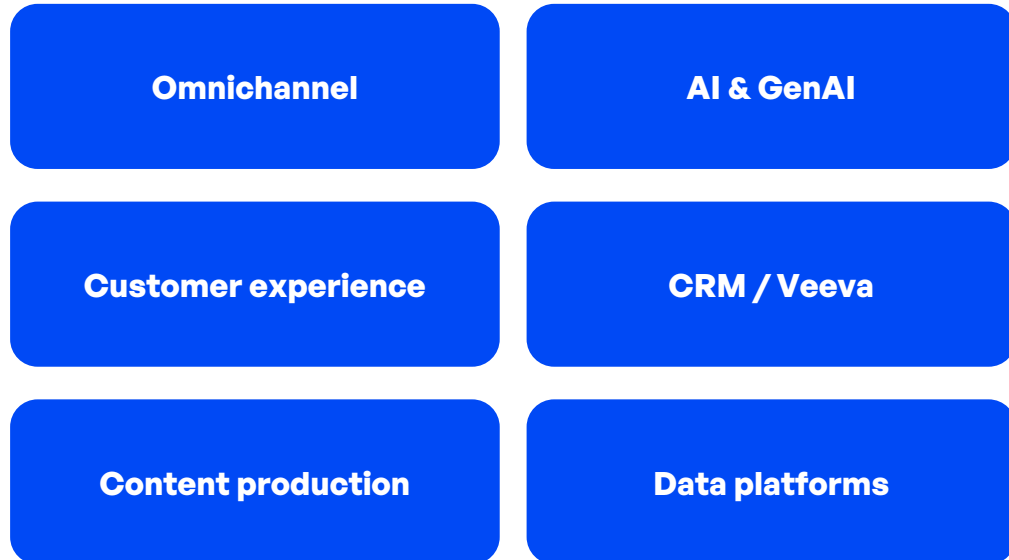
A few hours of stakeholder interviews. Within two weeks you get a concise report: where each foundation stands today, the quick wins, the bigger rebuilds, and a benchmark against your market.

→ Your next steps

You decide what to do with the findings – fix them yourself, take them to your current agency, or rebuild them with us. No strings.

You've invested heavily in AI, Omnichannel, CX, and other digital initiatives but the promised ROI keeps slipping away

Years of investment



The ROI you were promised



The investment went in. The returns didn't follow.
So where is the ROI leaking? →

Technology amplifies your foundations. Solid ones multiply ROI, weak ones multiply waste

Pour AI, omnichannel and CX onto foundations built for the wrong era and you scale the waste. Rebuild the base first, and the same investments compound.



It's not your technology that's failing — it's the foundations beneath, built for a brand-centric era

The brand-centric era | Foundations built to broadcast brand messages



Pharma want to optimise the use of its products



Belief that keeping active (SOV) gets results



Perception that there is a correlation: SOV = Sales



Theory is corroborated by finding supporting data to track



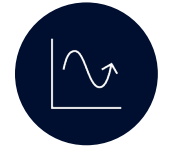
Understand that audience perception is key to success



Market research dictates content strategy



Engagement plans focus on coverage & frequency



Unable to explain when SOV ≠ Sales

The customer-first era | Foundations built to sense and respond to HCP needs



Set a SMART optimisation objective



Change of product use is determined by behaviour



MR & data insights uncover HCP needs



Engagement plans focus on HCP need



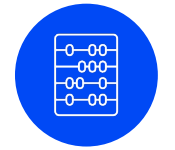
Data-driven planning:
Hypothesis →
Results →
Conclusion →
Iteration !



Impact is measured, not only interactions



Coverage expands via digital →
Frequency is dynamic



Insight into market sentiment better explains results

Five foundations decide whether your investments deliver

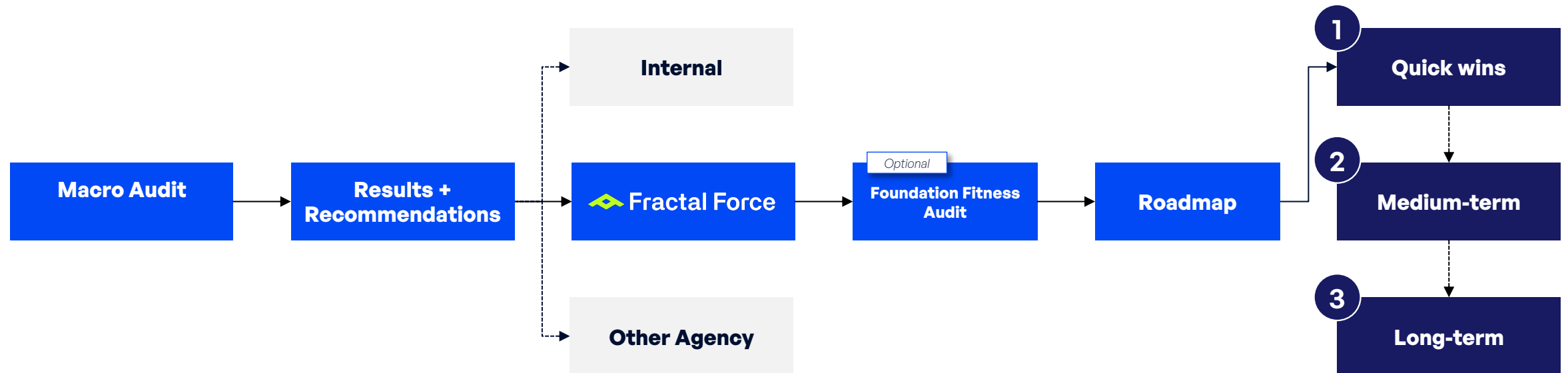
Brand-centric → built for the wrong era

- 1 Data & Analytics Architecture**
Tracks brand performance → activity reports, several versions of the truth
- 2 Customer Segmentation & Profiling**
Built on prescription potential → static, one message for all
- 3 Engagement Journey Design**
Linear brand stories → rigid calendars, channel-led
- 4 Agile Operating Models**
Annual planning → siloed teams, governance that blocks
- 5 Impact Measurement**
Counts activity → email opens, no link to outcomes

Customer-first → what good looks like

- Unified customer intelligence → answers what each HCP needs, reports outcomes
- Built on needs and behaviour → dynamic, drives journeys and content
- Adaptive experiences → cross-functional, meets HCPs where they are
- Continuous optimisation → clear ownership, weeks not months
- Measures behaviour change → clear ROI, one shared scorecard

The audit shows which foundations are draining your ROI – then you choose what to fix



- ❑ All five foundations have to work together to deliver customer-first engagement.
- ❑ The free Macro Audit finds the quick wins that fit your current maturity, in a short report of findings and recommendations.
- ❑ You can act on them internally, with your existing partners, or with us – your call.
- ❑ If you continue with Fractal Force, we go deeper with a paid Foundation Fitness Audit.
- ❑ Then we design a roadmap across three horizons: quick wins, medium-term fixes and the long-term rebuild.

We interview your team and score each foundation from suboptimal to fully optimised

Example!

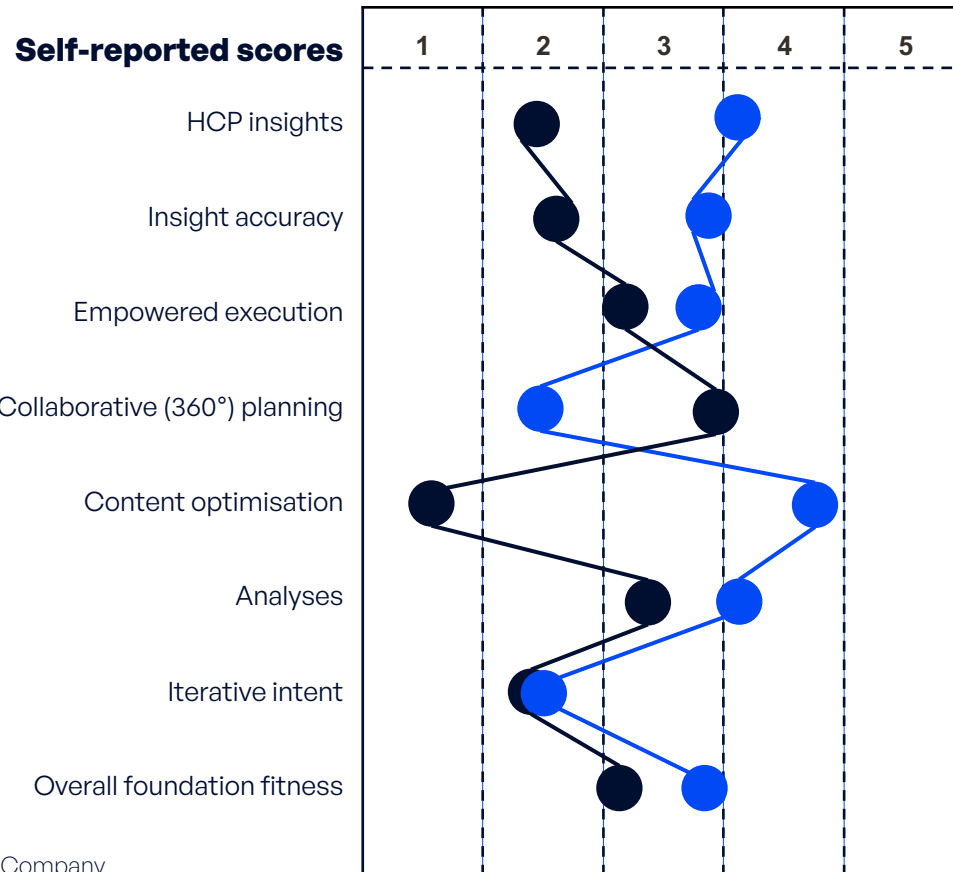
Foundation	Sub-dimension	1 Suboptimal	2	3	4	5 Fully Optimised	What we look at
Data & Analytics Architecture	Insight accuracy	Annual external data (e.g. ATU)	Quarterly external (e.g. IQVIA)	Cycle-based internal monitoring	Monthly monitoring	Real-time monitoring	How regularly insights are refreshed and verified, and by what method
Customer Segmentation & Profiling	HCP insights	Demographic & patient cohort	Account priority	Adoption status	Educational needs	Dynamic segmentation	What you know about each HCP and how it drives planning
Engagement Journey Design	Channel integration	F2F only	Digital added separately	Co-ordinated multichannel	Omnichannel micro-journeys	Integrated dynamic flows	Which channels are active and how well they join into one experience
	Content optimisation	Static content	Multi-format static	Static, HCP-focused	Multi-format, HCP-focused	Dynamic modular content	Whether materials fit the channel and the HCP's way of learning
Agile Operating Models	Collaborative (360°) planning	Siloed, no collaboration	Limited sharing, siloed plans	Limited data, plans shared	Full data and plans shared	Immersive customer-first plans	Whether functions plan together around the customer
Impact Measurement	Analyses	Interaction-level activity	Campaign-level activity	Segment-level activity	Campaign/segment impact	HCP-level impact	How you measure interactions and campaigns
	Iterative intent	Cycle plans independent	Activity altered by results	Content/channels altered	Segment plans altered	HCP plans altered	Whether what you learn feeds the next plan

This is how the initial findings of the Macro Audit are presented

Example!

Assessment + Benchmark

Main findings



- A continued focus on HCP patient cohorts is limiting the ability to understand HCPs' needs, and as such, a first step towards adoption ladder insights to infer educational need will have an immediate impact on planning.
- While the company has started to co-ordinate execution through year-long multichannel plans, there would be advantages to simplifying and reducing resource drain by implementing micro journey planning for key materials and events.
- The elaborate multi-channel plans are creating a heavy burden on content production – as above, changing to a more strategic approach can create efficiencies in content creation both in terms of volume and the reusability of materials.
- Activity level by segment and nominatively is encouraging – but there are still no insights into the influence or impact of interactions. Qualitative data to measure impact, engagement levels, as well as preferences and identify needs, would be hugely beneficial in the move towards optimising customer engagement.

● Your Company
● The Industry Average

This is an example of high-level recommendations in three stages

Example!

1

Quick wins

Leverage positive findings from Macro Audit further

- Planning cycles: remove 12m plans and utilise agile planning
- Embody collaborative nature to cocreate new frameworks and guidance on 360° execution

2

Medium-term

Enhance processes with greater actionability

- Agile Planning: introduce micro journey and key activity frameworks to accelerate plans
- AI content tagging: bring in a new platform to increase efficiency and effectiveness of content tagging

3

Long-term

Longer-term changes to maximise outcomes

- HCP centric insights: Design data collection processes that enable better understanding of HCP needs and preferences
- Focused KPIs: design outcome based metrics that generate insights for iterative planning

Minimal time investment and a quick turnaround



~4 hours of interviews



2 weeks for the report



roadmap to success

The audit is free for the first ten organisations to book an intake call before 31 August 2026

Standard Pricing

€9,500

- > 0,5 day preparation
- > 0,5 day interview
- > 2 days analysis & report
- > 0,5 day presentation



Free!

Exclusive Deal

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- > → 20% off on 1st follow-up project



Book your free intake call

Visit fractal-force.com/macro-audit
Email info@fractal-force.com

We are **HCP engagement architects**, helping life sciences companies rebuild foundations from brand-centric to **customer-first**

Architects of customer-first foundations for life sciences.



Thank you!

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