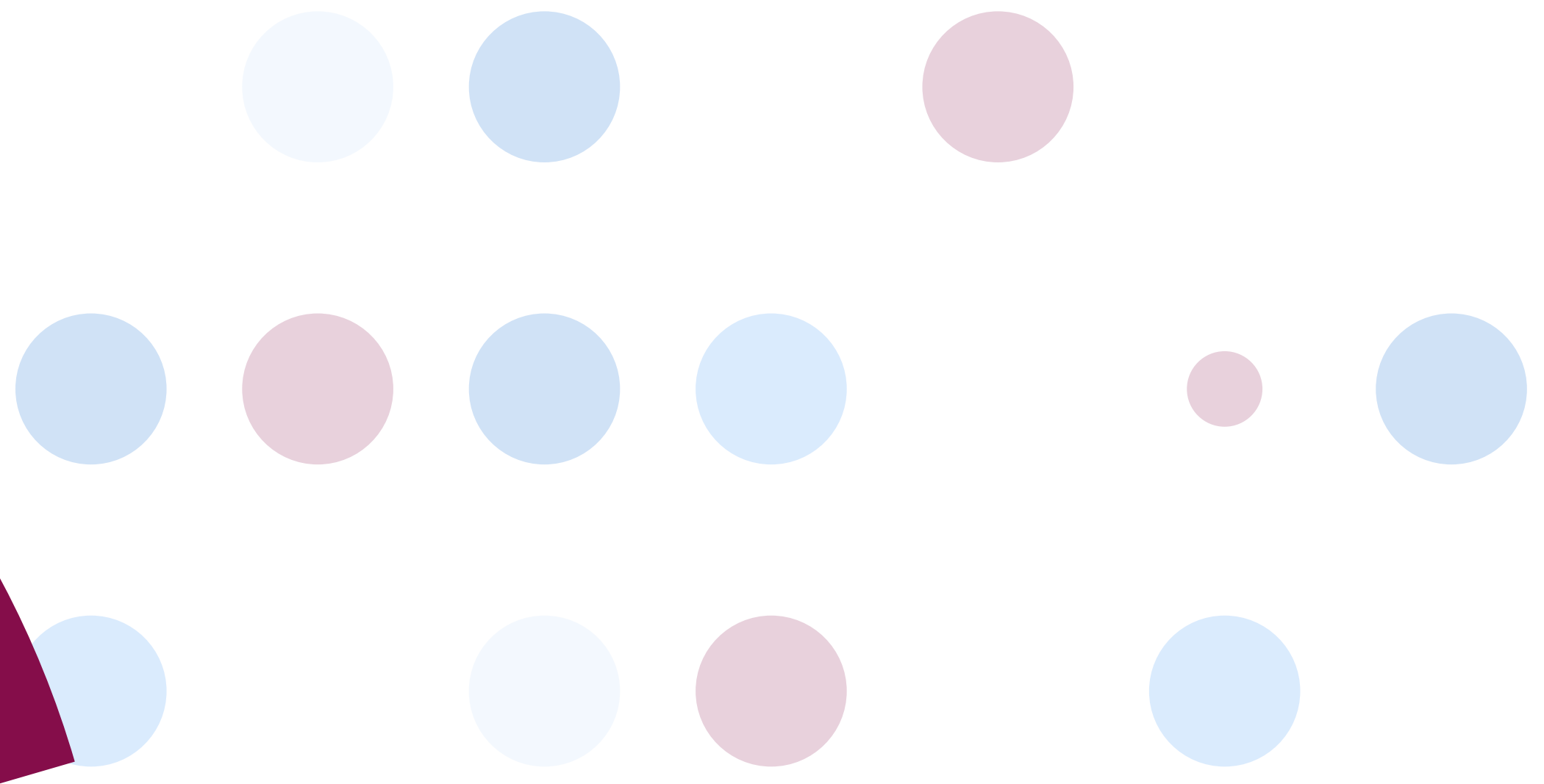
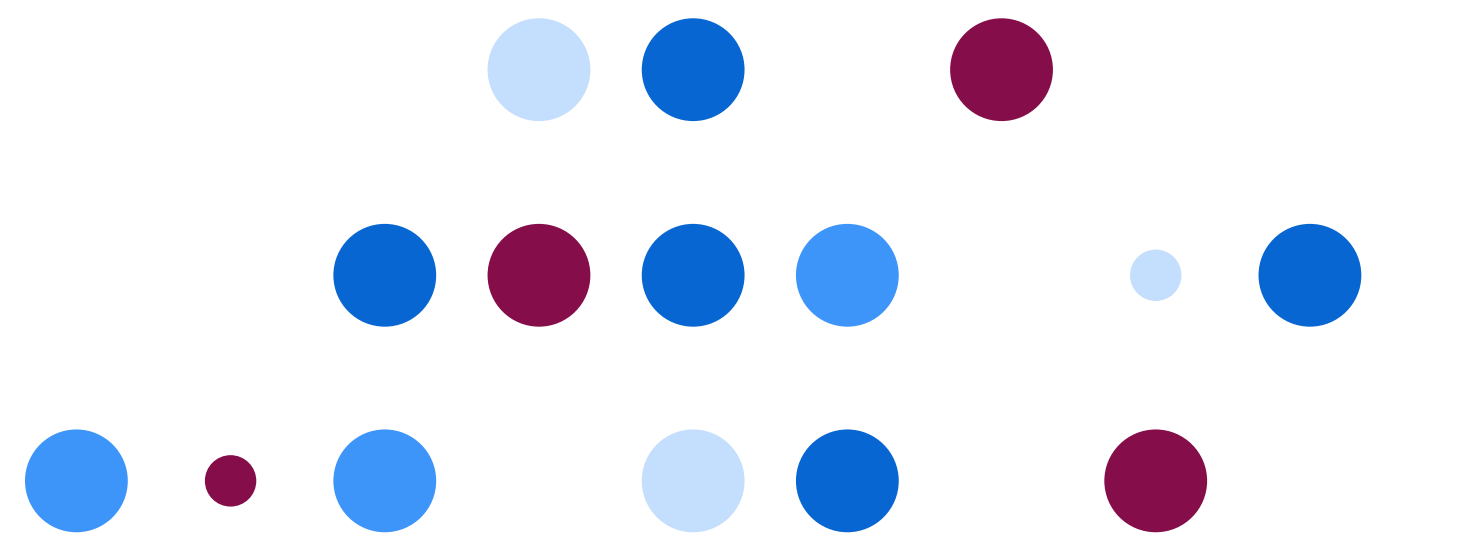


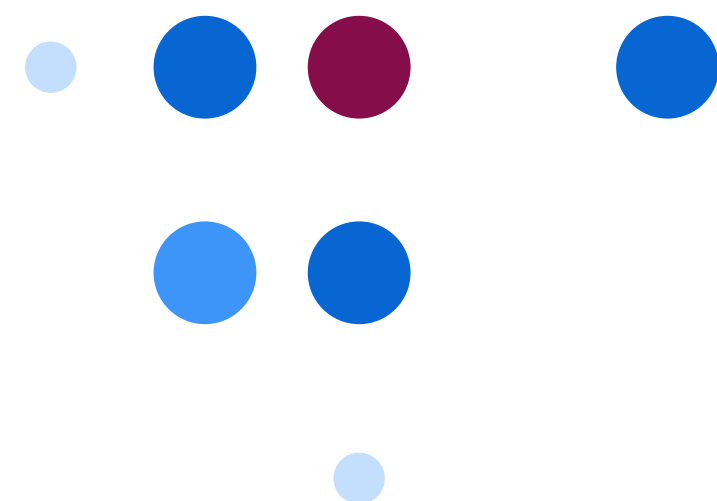


Transforming engagement with healthcare professionals

Navigating AstraZeneca's marketing
landscape in 2026 and beyond



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01

Introduction

As a patient-focused organisation, AstraZeneca sees the value of using data, digital technologies and artificial intelligence to help healthcare professionals (HCPs) address unmet medical needs and improve outcomes to transform patients' lives.

As AstraZeneca's 2024 annual report states, part of this effort involves "deploying AI-powered, integrated, marketing technology platforms to support our increasing number of new brands and indications."¹

A key role for these platforms is to help AstraZeneca manage interactions with HCPs, providing education, product information and advice and responding to over 171,000 enquiries and reports per year.²



Operating in a challenging environment

The combination of AstraZeneca's business growth, the evolving healthcare landscape, and the accelerating pace of digital transformation pose significant challenges for AstraZeneca's HCP engagement strategies in 2026 and beyond:

- As healthcare budgets tighten, many countries are shifting to value-based procurement models, so it's vital to communicate the balance between effective medical outcomes and value for money to HCPs.
- With regulatory requirements evolving rapidly, it takes constant effort to ensure compliance across every interaction with HCPs.
- Transparent communication, ethical interactions, and effective presentation of complex scientific information are vital to maintain engagement and trust in HCP relationships.
- HCPs are often overloaded with information, so it's vital to engage with them at the right time via the right channels. Aligning with each HCP's preferences requires intelligent, always-on, omnichannel marketing capabilities.

How SAS can help

SAS advanced analytics and AI solutions serve as a foundation for AstraZeneca's broader mission to leverage technology across the entire patient journey from prevention and awareness through diagnosis, treatment, post-treatment care, and wellness. Working with SAS can create opportunities for AstraZeneca to help HCPs reach more patients earlier and deliver more personalised care, while maintaining trust in the AstraZeneca brand.

As HCPs increasingly expect personalised, relevant scientific exchange across channels, SAS solutions address these evolving preferences by delivering tailored content that resonates with each HCP's individual needs. This creates a significant competitive advantage for early adopters of AI-driven engagement optimisation.

¹ AstraZeneca Annual Report 2024, page 44.

² AstraZeneca Annual Report 2024, page 95.

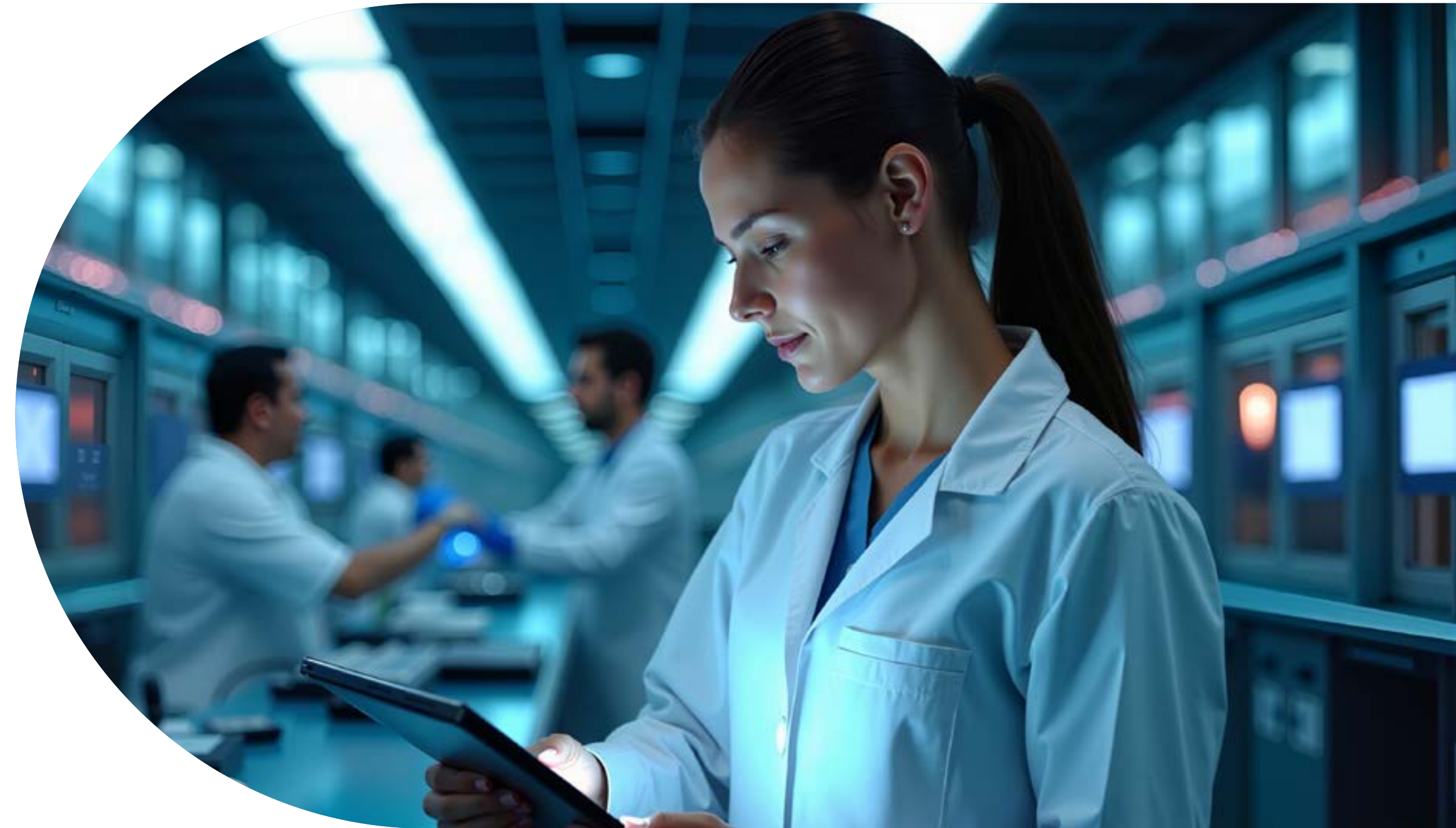
02

Making marketing technology pay for itself

Like most large life sciences companies, AstraZeneca has invested in a wide range of marketing technology (MarTech) solutions. However, the integration and optimisation of these tools to reach HCPs with personalised, timely information remain a key challenge.

This is not just an AstraZeneca problem—it's an industry-wide issue. Deloitte's Fall 2024 CMO Survey reveals that only 35% of marketing activities in life sciences make active use of martech solutions—far lower than the 55% adoption rate in other industries. Moreover, of the martech tools that life sciences companies invest in, 78% are never actually used by marketing.³

The adoption of AI by life sciences marketing teams also lags behind other industries. According to the CMO Study, only 8% of marketing optimisation and automation is currently AI-powered, and 64% of marketers say that so far, AI has had little to no impact on their ability to spend more time on non-routine, strategic activities.⁴



How SAS can help

SAS's data integration capabilities can connect AstraZeneca's existing martech information repositories into a unified intelligence platform, using a federated architecture that eliminates the need to move or copy data into a new environment. The SAS solutions automatically identify and create relevant insights from raw data across all martech platforms, without requiring extensive manual analysis.

This can help AstraZeneca uncover hidden patterns in HCP behaviour that will truly inform personalised engagement.

With this unified data platform in place, SAS's real-time decision engines and scenario modelling capabilities can then empower AstraZeneca marketing teams to:

- Create and compare multiple engagement approaches, providing arbitration and decision support to ensure the best next communication is made.
- Determine the precise impact of different channel mixes and content strategies.
- Deliver quantifiable ROI metrics.
- Rapidly adapt to emerging information needs and shifting market dynamics.

³ "Managing the Challenges of Marketing Technology, Privacy and Marketplace Threats: Firm and Industry Breakout Report, Fall 2024", The CMO Survey, pages 43-48.

⁴ "Managing the Challenges of Marketing Technology, Privacy and Marketplace Threats: Firm and Industry Breakout Report, Fall 2024", The CMO Survey, pages 61-66.

03

Key capabilities for HCP engagement

AstraZeneca's existing martech solutions offer huge potential for enhancing HCP engagement, but the complexity and fragmentation of its martech landscape has proven to be a major obstacle.

The smartest way to unlock the value of existing martech investments is to create a single point of control for transparent, compliant and trusted interactions with HCPs. To achieve this, implementing a central platform for marketing AI, analytics and automation is an important step.

Many software vendors claim to offer solutions in this area, but few can deliver a comprehensive HCP engagement platform. When evaluating potential partners, it's important to confirm whether their solution can provide the following key capabilities:

Unified data integration

The platform should offer a 360-degree view of HCP interactions across digital and offline channels, linking known and anonymous users while respecting data privacy and providing powerful data federation capabilities that allow data to be analysed without moving or copying it into a new environment.

AI-powered personalisation

Real-time journey orchestration is a prerequisite to ensure that HCPs receive hyper-personalised, AI-enabled communications tailored to their needs and preferences.

Streamlined marketing workflows

AI-powered decisioning and real-time interaction management are crucial to help AstraZeneca optimise campaigns, reduce lag in communication, and ensure relevance at every touchpoint.

Flexible data architecture

A hybrid data architecture will enable AstraZeneca to maintain control, compliance and flexibility, regardless of whether HCP data is stored on-premises, in the cloud, or federated across multiple systems.

Enhanced efficiency and integration

The ability to integrate seamlessly with AstraZeneca's current martech ecosystem is the key to eliminating silos and enhancing HCP engagement, as well as maximising the value of existing technology investments.

How SAS can help

SAS understands that optimising HCP engagement is about more than marketing efficiency. It's about creating a data foundation that supports AstraZeneca's vision of transforming healthcare through technology.

As HCPs increasingly expect personalised, relevant scientific exchange, SAS solutions address these evolving preferences while capturing valuable insights that can inform clinical development, market access initiatives, and other strategic priorities. This creates a unified approach to maximising AstraZeneca's scientific impact on society.

04

Seizing competitive advantage with AI

The CMO Survey suggests that marketing teams in most life sciences companies are falling behind the curve when it comes to leveraging AI: only 8% of marketing activity is currently powered by AI, and generative AI (GenAI) is currently used less than 6% of the time.⁵

This presents a huge opportunity for AstraZeneca to seize competitive advantage. By doubling down on marketing AI, AstraZeneca can drive unprecedented levels of HCP engagement that rival companies cannot match.

The key areas where AI can help to transform HCP engagement are:

1 Personalisation at scale

AI can deliver hyper-relevant experiences tailored to individual customer journeys. For AstraZeneca, this means delivering timely and meaningful insights to HCPs that will demonstrate clear value and ultimately enhance patient outcomes.

2 Smarter decision-making

AI enables data-driven marketing decisions based on accurate predictive analytics—helping to optimise HCP engagement campaigns, increase the effectiveness of communications, and maximise return on investment.

3 Journey Optimisation

AI ensures seamless omnichannel experiences by dynamically adapting engagement strategies based on real-time analysis of HCP behaviour. This is crucial to provide a consistent experience and meet the expectations of HCPs who engage across multiple platforms.

4 Automation and efficiency

By automating repetitive tasks and accelerating content creation, AI and GenAI empower marketers to focus on higher-level strategy and creative work, helping them design and deliver impactful campaigns more efficiently.

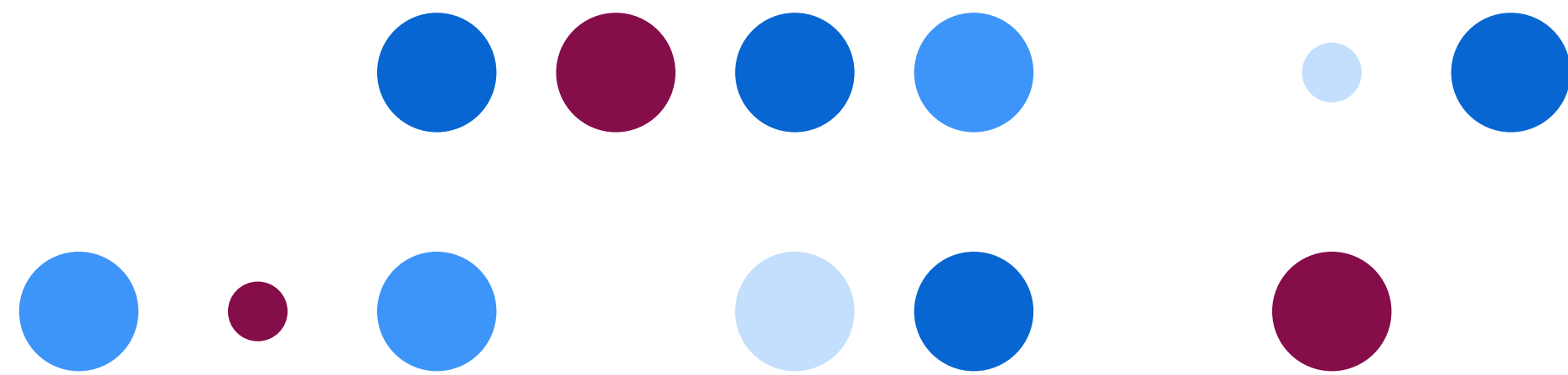
5 Competitive Edge

AI can provide a significant competitive differentiator by providing new insights into the needs and preferences of HCPs and automatically tailoring engagement campaigns to resonate with their target audiences.

How SAS can help

As a global leader in Artificial Intelligence, GenAI and Agentic AI solutions, SAS can help AstraZeneca harness state-of-the-art technologies and techniques to provide HCPs with precisely timed, relevant clinical information about innovative therapies that support earlier patient intervention and more personalised treatment approaches. This ultimately helps to increase patient access to life-changing medications while ensuring compliance across all engagement channels.

⁵ *Managing the Challenges of Marketing Technology, Privacy and Marketplace Threats: Firm and Industry Breakout Report, Fall 2024*, The CMO Survey, pages 62 and 68



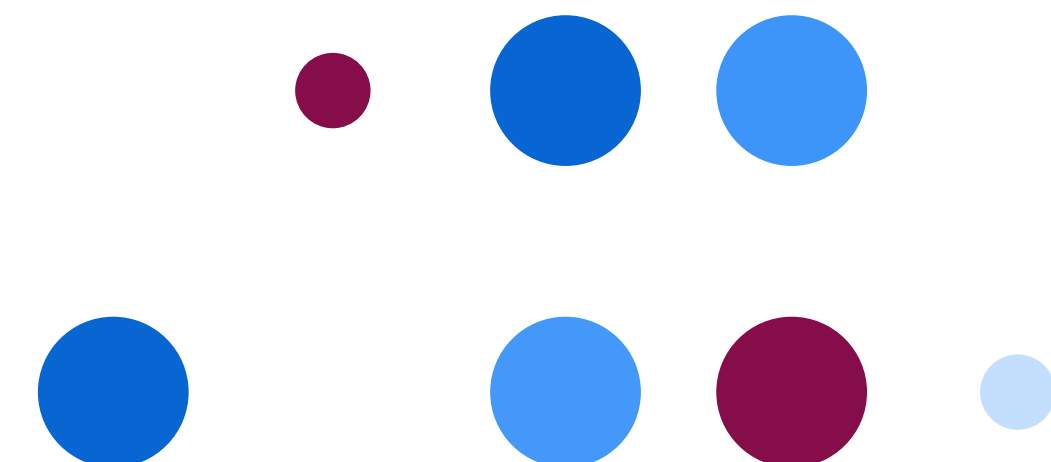
05 Conclusion

AstraZeneca operates in a complex and rapidly evolving environment. To thrive in 2026 and beyond, they must overcome challenges in pricing, regulations, and market access while leveraging digital transformation to deepen HCP relationships.

SAS provides the tools to meet these challenges, enabling smarter, faster, and more impactful engagement strategies that align with AstraZeneca's patient-centric mission.

SAS can help AstraZeneca build a central AI-powered engagement platform that integrates with its existing martech ecosystem. By harnessing AI to analyse, orchestrate and act on the wealth of data already held in its martech and sales management systems, SAS can help AstraZeneca to raise HCP engagement to a new level—and gain a significant edge in an increasingly competitive and challenging market.

SAS has the experience, technology, and global scale to help AstraZeneca reach the next stage of martech evolution with AI. Reach out to us today to learn more about how we can help you maximise HCP engagement and truly transform the future of healthcare by unlocking the power of what science can do for people, society and planet.



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