

Enhancing Pharmaceutical Care through Customer Experience: A Strategic Imperative for the Future

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Abstract

The pharmaceutical industry is witnessing a significant shift towards enhancing customer experience (CX) as a core strategy for competitive differentiation. This paper explores how integrating customer-centric strategies with digital transformation can profoundly impact patient care. It highlights the role of collaborative leadership in fostering a culture that embraces digital tools to improve patient interactions, treatment outcomes, and overall satisfaction. By synthesizing existing literature and case studies, this study outlines strategic pathways for pharmacies to capitalize on digital advancements and personalized care. This conceptual analysis serves as a foundational exploration, setting the stage for empirical research to validate and expand upon the theoretical models proposed.

Track: Marketing Communication (including digital) and Branding