

Discovering Hidden Business Trends Enables Increase in Sales Productivity

Leading drug manufacturer counters slide in market share with VERIX.

When the Federal Government rolled out their new Medicare prescription drug program in 2006, it introduced a complicated new set of rules and programs that had a huge impact on the pharmaceutical industry. While some of the issues were immediately obvious, there were many subtle changes that resulted in big business impacts. Unfortunately, traditional approaches to business reporting which required user analysis to identify trends in data did not enable timely identification of many pertinent issues.

One major manufacturer of prescription drug products was able to effectively manage change by using VERIX to quickly identify and help address hidden changes in their business. VERIX automatically examined every possible combination of business data to discover hidden or developing performance shifts. This information gave insight into business and market trends that their competitors did not have, giving them a powerful competitive advantage and enabling them to proactively respond before isolated issues or emerging trends grew to impact overall business results.

VERIX identifies decline in prescriptions for market-leading drug.

During the rollout of the new Medicare Part D program, the drug manufacturer was proactively dealing with many changes to their business. During this time, VERIX was automatically examining data on prescriptions to look for unusual patterns. Using VERIX, the drug manufacturer quickly identified that market share for their industry leading allergy medication was declining rapidly across a key revenue-generating state. This decline was occurring primarily among prescriptions for patients covered by a specific insurance provider. Other reporting solutions used by this drug manufacturer were not able to pinpoint this issue as it was only apparent when examining prescription data for this drug brand, in this state, with this insurance provider – a specific combination of data outside of normal data reporting activities.

VERIX automatically identified this change, provided notification to relevant company management, and gave the sales team the information necessary to take action. VERIX also confirmed that the change was unique to this region.

Increased Sales Productivity

- Early awareness of changes in physician behaviors
- Actionable information to address business issues
- Fully automated analysis across operational data



“With our traditional reporting methods, it would have taken us months to discover this change, and even then we would not have had the information to respond as quickly as with VERIX.”

*- Regional Sales Director,
Leading Prescription Drug Manufacturer*



Sales organization responds immediately with doctor education program.

Once the drug manufacturer knew there was a specific problem with this particular insurance plan, it took only a quick investigation to discover that none of the three Medicaid HMOs in this state were covering this particular drug. The local sales office quickly came up with an action plan to address the market decline. Although this particular drug was not covered under Plan D with the local Medicaid HMOs, it was covered under Medicare Plan B. The field sales team began an educational program to ensure doctors and pharmacies were aware of the Medicare changes and provided specific instructions on how they could continue to provide their patients with prescriptions for this drug in a cost effective manner.

Once again VERIX boosted sales productivity by providing a detailed list of the doctors in the region who had stopped or significantly slowed the number of prescriptions written for this drug. The local sales team made these doctors the focus of their educational outreach and personally followed up with each of these doctors with materials to ensure that the information had been delivered effectively. In addition they scheduled site visits and lunch-and-learns to educate medical practices and local pharmacies.

Market share increases once education program launched.

Once the educational program started, the drug manufacturer saw market share of their drug regain market share almost immediately, returning to normal levels within three months. Because of VERIX, the slide in market share was identified within a month, and information was delivered that enabled the sales team to begin executing their plan of attack within weeks of discovering the event.

“In our business, each and every prescription means thousands of dollars in revenue over the years that a patient uses our medication. Finding and acting on business changes like this one in a timely manner saves our organization hundreds of thousands of dollars a year.”

*- Regional Sales Director,
Leading Prescription Drug Manufacturer*

About VERIX

VERIX offers customized VERIX offers customized Performance Management and Optimization - reporting and dashboards - that present data and Key Performance Indicators (KPIs) in a format that reflects your business and workflow. Our intuitive presentation layer puts the critical information on dashboards and reports for headquarters, field management and salespeople. Data is instantly actionable without days or weeks of internal analysis.

Only VERIX delivers complete Performance Management Optimization with a patented analytics engine. Now you have everything you need to analyze performance at all levels - sales, marketing, brand management, managed care. Align your organization behind your strategy and immediately take action.

Developed by a team of leading analytics experts, VERIX was built to analyze vast amounts of data and present the information in a workflow aimed at business users. The VERIX analytics engine is at the core of our solution, and the company devotes significant resources to its ongoing refinement. The company's entire team was hand selected and includes patent holders and other noted analytical experts; nearly a third of the company holds Ph.D.s from the world's premier research institutions.

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