



Data Disparities – A Thing of the Past: How to Leverage an Advanced Analytics Solution for Better Sales Alignment





It's a trifecta that doesn't happen very often. The conglomerate of data your sales team has to deal with in order to put together an effective pitch is staggering. Before the sales team can get to work, it needs to manipulate data about the doctors they're going to visit, including market, treatments, and medicine data, as well as clinic, hospital and patient data, field of specialization and contact information. But, that's not all.

The variety of data sources is mind numbing, as your sales team must pull information from third-party providers, clinics, hospitals, CRMs, incentive-compensation systems and more. Now, let's throw a wrench into this system: the data is also presented differently, depending on the product from which it came.

In the past, organizations believed they could easily solve the problem of having data in one place by building their own data warehouse. With data coming in and out of the same source, all roles in the organization would share the same view and insights. All told, it's a dizzying amount of data that must come together to inform sales team practices. Toss a couple of data discrepancies into the mix and it gets more complicated.

To overcome disparities and data distortions, companies could deploy data mastery, discussed in depth in [How to Deal With Data Discrepancies](#). While building the warehouse and cleansing and mastering data is a good start, the reality is, it's not a complete solution, as each role owns a piece of data that can be modified according to one's needs, causing an internal disparity across different departments and functions.

With the right analytics solution that integrates multiple parameters (such as the status of the drug, payer, geography, specialty, patient restrictions and campaign) and connects the field with marketing and managed markets, the data trifecta is possible.

The Problem with Disparate Data

Field reps struggle without a connection between data and efforts on the ground. Lacking a holistic view of the data, reps toil without real-time feedback to support their work. Think of it like a transit system.

Prior to the invention of the automobile, communities were segregated by distance and slow transportation. Often, it took weeks, if not months, to get news of happenings in other communities. That's what segregated data sources look like. Until the data transportation network of highways and byways is built, data sources are disconnected. Today's transportation system is a data analytics solution that provides the coveted holistic view.

Here's an example that represents the sales rep quandary well. If a company signs a contract with an insurance company, it could mean that a patient received a drug for free (or at a much reduced price). This offers a great advantage for the drug and makes the sales rep's job easier; however, the field has no knowledge of the local



campaigns or signed contracts. Although the pull-through campaigns indirectly help the field reps achieve their quotes, the reps have no real-time access to the data. To further complicate matters, sales reps generally meet with doctors, while other decision-makers are responsible for signing contracts with insurance companies.

Without the help of an advanced analytics solution, managed markets teams have to produce the target lists manually, which could take as long as three weeks to pinpoint relevant doctors. This slow and complex process begins with the managed markets' decisions and actions and ends with the field's performance, resulting in a remarkable disconnect.

The Solution: A Holistic View

To accomplish a holistic picture of data that integrates and connects multiple parameters across the field and offices, pharmaceutical companies must employ [an advanced analytics solution](#). Such a solution combines various distorted pieces of information, speaks the language of relevant KPIs (i.e. physician behavior, market share, call frequency, etc.) and is knowledgeable of pharma best-practices.

A holistic solution converts volumes of data – what would otherwise involve a time-consuming and manual process of creating lists of vital information – and generates comprehensive lists in a matter of seconds that are shared in the field.

Field reps have access to up-to-date information, such as who is prescribing the drug, doctors on the plan, drug restrictions and more. The analytics solution offers updated trends of the market and physicians prescribing behaviors at all times to enhance the field teams' and company's overall performance.

Getting a Closer Look

Essential to a pharma organization's growth, breaking data silos and streamlining data views provides a competitive edge. A full picture of internal data integration from the organization's departments helps merge clinical development, discovery, and sales so that it can spur innovation and drive productivity. Here's a closer look at the possibilities that an advanced data analytics solution provides.

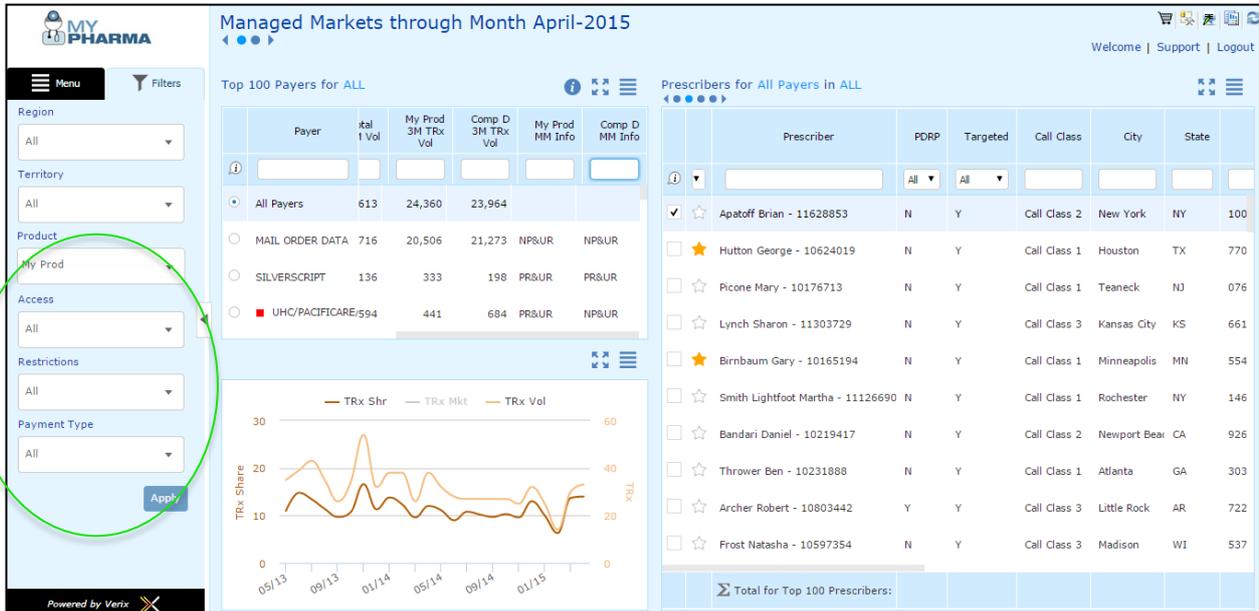


Figure 1: Managed markets classifications of access, restrictions and payment types.

Figure 1 shows that when harnessing a holistic data solution, organizations can see real-time managed markets classifications of access, such as preferred, unrestricted or combined. In addition, the solution generates a list of physicians most likely to prescribe the drug and who have no restrictions.

Another option is to look for the biggest competitor via the data. A holistic view integrates multiple parameters to determine the insurance companies with which a pharma organization has an advantage and where its competitors are gaining ground. It's also possible to view data that reveals why the competitor's results are higher, even though they don't hold the preferred drug.

The data analytics solution enables the organization to gain insights into which of the doctors stopped prescribing the company's drug, while simultaneously looking for the most relevant payer (status-wise), search the list for doctors with which the company has an advantage, and look for pull-through campaign targets.



Conclusion

Pharmaceutical companies must seek a solution that presents field reps with the knowledge of the activities and campaigns within their territory and the ability to understand where and how they could boost sales.

Francis Bacon said that “knowledge is power,” and in this industry, nothing could be truer. The pharmaceutical organization’s job is to adopt the right analytics solution that best leverages data and synchronizes it across users and operations to ensure that all roles receive the whole picture, rather than bits and bytes. This not only reduces inconsistencies across operations and in the field, but it also drives better performance and overall achievement for the reps and the company as a whole.

[Click here to learn more about Verix’s data analytics solution for optimizing sales effectiveness.](#)