

Case Study

Precision Targeting Boosts Oncology Sales at a Top 5 Pharma

The Problem

One of the largest Oncology franchises in the US, found itself with sales growth being lower than expected and HCP churn constantly rising. Doubts were raised as to whether their traditional marketing and sales strategies were still practical in today's complex market, which triggered the business unit in charge to explore alternative methods.

The Solution

The company chose to adopt Verix's science-based Machine Learning solution, which applies dynamic targeting and micro-segmentation of any therapeutic universe and enables commercial operations professionals to engage HCPs with focused and highly precise messaging, to achieve sales goals and addresses their multi-channel needs.



The Results



+25%

In leading KPIs, including new scripts



+4%

In new writers



+20%

In HCP engagements




-6%

In churn

Verix provides significant improvement in executing and calibrating the brand strategy with the ability to measure and evaluate their refined targeting strategy and tactics on a regular basis.

- » **Sales** – Marketshare increase against benchmark and competition
- » **HCPs** – Acquisition of new writers and decrease in churned writers
- » **Campaigns** – Targeted HCPs, NRx uplift against the competition

Key differences between the traditional approach to targeting and segmentation and Verix's science-based methodology:

	Traditional Approach	 Verix's Solution
Target List Type	Static	Dynamic
Frequency of Update	Once per trimester	Automated / On Demand
Generating Process	Need external consulting	Easy to use and self-sufficient
Speed of Data	Based on 3-6 months old data	Near real-time data
Strategy Planning	Manual, time consuming and expensive	Automated landscape analysis with 'What-if' scenarios
Outcome	Broad target lists with lack of dimensionality and channel focus	Precise target lists, actionable recommendations and personalized messages



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