

Case Study: Life Sciences

Customized Provider Data Optimizes Pharma Sales Rep Strategy and Sales

A global pharmaceuticals company cut costs and eliminated delays in gathering customer data, providing better guidance to pharmaceutical sales reps.

Our client faced rising costs and delays in gathering, analyzing and transmitting the information its sales representatives needed to plan their physician calls and meet their sales targets. Using the Cognizant AI Data Modernization Platform, the company reduced the cost and time to collect and normalize data from twenty internal and external systems. More importantly, the new platform provides advanced analytics to give each rep a daily, customized plan of accounts to target and how to best meet his or her sales goals.

At a glance

This global pharmaceuticals company is now able to analyze and distribute physician information more quickly and efficiently using our Data Modernization Platform to increase the effectiveness of its sales force.

Outcomes

- \$450,000 reduction in the cost of gathering and distributing account data to sales reps annually.
- 35% decrease in time required to produce reports for the sales force.
- Saved 30% in implementation time by using our prebuilt pharmaceutical industry connectors.
- Customized, real-time guidance to sales reps on which accounts and products to focus on for maximum revenue impact.

A complex network of data feeds, simplified

Every day, the field representatives who sell pharmaceutical products to hospitals and affiliated health care providers must choose the accounts most worth their limited time. When they visit those accounts, they must also decide which physicians and administrators to see and which products and promotions will have the most impact on each decision maker.

Making those choices requires information from a range of sources. Some are internal, such as past purchase and sales activity from the company's customer relationship management system. Other information comes from external sources, such as commercial providers of pharmaceutical sales data.

This specialty pharmaceutical company struggled with manual, spreadsheet-based processes for collecting, cleansing, standardizing and sharing this information. This often resulted in incomplete or conflicting data, as different external and internal owners of the data (such as district, regional and national sales organizations) had different ways of organizing and presenting it. The data was also difficult for sales reps to use in planning their daily visits. Finally, the company lacked a single, integrated source of marketing and financial data that would help map current opportunities and ideal strategies for future success.

Speedy time-to-value

We used the data ingestion and processing capabilities to speed how this company's customer data was aggregated and prepared for use. Prebuilt analytics, tailored for pharmaceutical customers, cut the time required to deploy this platform by

two-thirds. These prebuilt insights, along with an industry-aligned data model, allowed us to quickly identify and create the reports that would be most useful for sales representatives, such as the total market share their products hold with a particular provider and sales trends over weeks or months.

In addition to delivering the new digital platform, We implemented a change management plan to ensure rapid adoption and high user satisfaction, speeding the retirement of older platforms and return on investment.

The platform reduces not only reporting costs but also the amount of time it takes to get customer data to sales representatives, dramatically improving the quality of that data. Each day, reps receive customized advice on their laptop or mobile devices, based on their location and the current state of their accounts. This includes recommendations on which are most worthwhile to visit, which physicians and administrator to see at each account and which products or promotions they should spend the most time discussing.

These reports also include early indicators of concern, such as falling or stagnating sales of a particular product within an otherwise well-performing account. This allows the rep to take preemptive action to help prevent further drops in sales. For the first time, the company has a "single source of truth" for all its financial and marketing data.

These enhancements have delivered new insights and competitive intelligence to help sales reps maximize their company's revenue and profits, all while reducing the cost of data aggregation and analysis.

About Life Sciences

Cognizant's Life Sciences practice is committed to helping change millions of lives for the better by partnering with clients to build solutions to healthcare challenges, continually improve the way they do business, set the pace in clinical development, strengthen their regulatory infrastructure, and increase competitiveness. Cognizant serves 30 of the top 30 global pharmaceutical companies, 9 of the top 10 biotech companies, and 12 of the top 15 medical device companies. With a large team of dedicated professionals including doctors, pharmacologists, physicians, biomedical engineers, pharmacists, biostatisticians, medical writers, and GxP consultants, the practice provides domain-aligned consulting, IT, business process, software and as a service solutions globally. Visit us at www.cognizant.com/life-sciences.

About the Cognizant AI

As part of Cognizant Digital Business, Cognizant AI provides advanced data collection and management expertise, as well as artificial intelligence and analytics capabilities that help clients create highly-personalized digital experiences, products and services at every touchpoint of the customer journey. We apply conversational AI and decision support solutions built on machine learning, deep learning and advanced analytics techniques to help our clients optimize their business/IT strategy, identify new growth areas and outperform the competition. To learn more, visit us at ai.cognizant.com.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

Cognizant

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thoraipakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060