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Rapid Rollout of IQVIA Next Best Delivers Immediate Boost in Sales Performance

Open AI/ML-driven platform allows Top 10 pharmaceutical company to maintain hundreds of algorithms in-house while scaling easily to support global sales operations

Challenge

A global pharmaceutical company wanted to employ a next best action program to improve sales force performance, use automation to drive better business results, and reinforce best practice engagement strategies. The company had run several successful pilots but struggled to re-use those pilot implementations to scale the program across many countries and thousands of field users.

The company needed a next best action solution that could scale over time and deliver business impact using productized and robust AI/ML capabilities with the ability to tailor algorithms to its own requirements. The solution would have to support horizontal growth into other business roles as well, such as deploying to Medical Scientific Liaisons (MSLs) and driving omnichannel orchestration in marketing operations. The company was also looking for an approach that would let it move support in-house to reduce costs over the long term.

Solution

IQVIA Technologies exceeded the company's requirements with IQVIA Next Best. An open, highly scalable, AI/ML-driven SaaS platform for next best action programs offered the company a "glass box" alternative to custom approaches that lock companies into vendor-provided changes and maintenance. Built-in business rules, KPIs, and a broad library of role-specific AI/ML algorithms can be updated in-house and augmented by bring-your-own algorithms. The company today maintains more than 350 algorithms and develops their own new algorithms in the platform.

The solution can be optimized to deliver insights, suggestions, and automated actions right within role-based workflows to increase the rate of user adoption. User responses to the suggestions can be fed back into the machine learning algorithms for a closed loop system that continuously learns and improves over time. The algorithm library supports a wide range of

19	**>100**	**>6,000**	**<5**
Countries launched	Brands supported	Reps getting suggestions	Months to implement

roles, workflows, and scenarios across pharmaceutical commercial operations, giving the company a platform that can grow as its needs change. It can evolve from rules-based algorithms to AI/ML and from changing behavior to providing predictions, incorporating more data inputs, and enriching outputs.

Designed for rapid implementation and purposebuilt for life sciences, IQVIA Next Best includes a data management platform that simplified setup and allows the company to test next best activities without impacting other data management platforms. Supplied data connectors streamlined establishing connectivity to the company's CRM data and brand- specific data sources.

"We have successfully rolled out to 19 markets and over 100 brands. It is considered a gold standard, and we are seeing very positive operational metrics."

— Vice president of Global Commercial Data Analytics & Insights

Results

Working with IQVIA as its global partner for the next best action program, the company initially rolled out the platform to 19 markets in less than 5 months. The platform continues to scale quickly reaching over 100 brands and expanding to medical use cases and supporting digital marketing journeys.

The company has experienced early and very positive indicators of the program's sales performance effectiveness. For example, it saw representatives send emails over 50 percent of the time after suggestions, which was over 5 times higher than the control sample.

Feedback from the field has been very positive. In one country, 77 percent of users said they would recommend the program to a colleague or friend. The company also accompanied the platform rollout with a well-structured communication and change management effort along with strong executive sponsorship and endorsement. Another success factor is the ability to support local and brand-specific needs while administering the program globally.

Today, the client's in-house team is managing the whole program, deploying the algorithms to new teams, and they are starting to write their own algorithms as well.

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