

Top Pharma Company Drives Growth with Insight Orchestration

Taking a more personalized, customer-centric approach led to a dynamic insight solution and new opportunities for growth

Deeper insights lead to better personal and digital engagement

Faced with changing healthcare provider and patient expectations, this top pharmaceutical company recognized the need to adapt and modernize the way their sales team engaged with customers. In the ever-evolving era of digital engagement, they turned to IQVIA to gain deeper insight into customer preferences and strategies for optimizing outreach. They saw an opportunity to contextualize information and create actionable next steps in order to focus on growth instead of solely predicting decline.

THE COMPANY CAME TO THE IQVIA TEAM FACING KEY CHALLENGES:



Ineffective digital investments

Prior investments in data models, predictions and algorithms were not impactful, lacking coordination and not yielding actionable insights. The company needed to manage their tech stack to enable the agile decision-making capabilities required to drive successful launches in a changing market environment. Now more than ever the company needed a solution that would enhance their existing investments.



Fragmented customer insights

Insights from multiple engagement channels were not integrated or measured, preventing the company from gaining a single customer view. Lacking clear visibility into customer behaviors and preferences, sales reps were struggling to know why, how and when to reach out to healthcare practitioners (HCPs) to effectively meet the precise needs of HCPs and patients.



Inconsistent customer outreach

A lack of standardized outreach across regions led to a disjointed customer experience. This inconsistency also hindered the company's ability to gather and analyze cohesive data in order to optimize decisions. Therefore, they were unable to leverage the resources they had to know when and how to deliver the right message.

The shared vision: Omnichannel customer engagement

Improve decision-making, maximize engagement effectiveness and deliver a seamless customer experience leveraging AI/ML and integrated omnichannel capabilities.

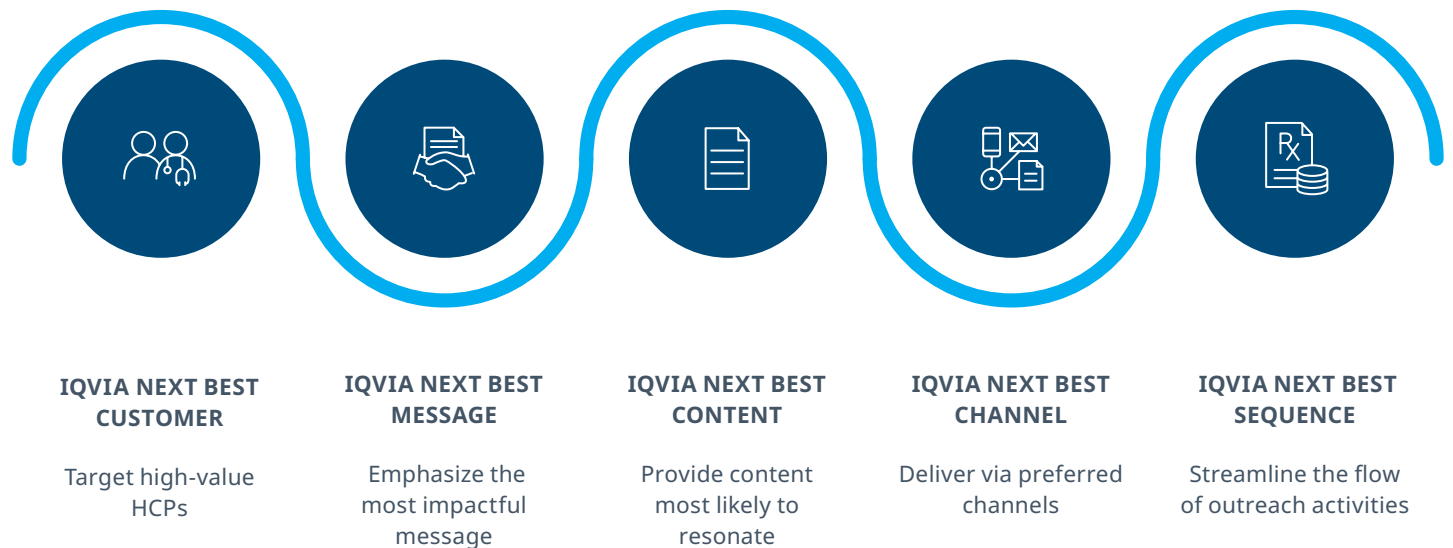


Solution

Maximizing engagement effectiveness and customer satisfaction required a broad, cross-functional view of the company's technical landscape. Taking the most efficient approach, the IQVIA team closely collaborated with stakeholders across multiple disciplines (IT, brand, analytics, sales and data scientists) to design and implement an omnichannel engagement ecosystem that leveraged techniques for personalized customer interaction and integrated engagement channels.

Through this collaboration, the team decided the IQVIA Next Best platform was the best, most effective solution. It uses an extensive library of predefined and customizable algorithms to simplify and accelerate the translation of historical data. By incorporating existing analytics, the company was able to successfully add other channels and provide relevant, actionable insights within customer relationship management (CRM) workflows.

A sophisticated set of five customizable algorithms work seamlessly to generate behavior-changing intelligence and AI decision-support that is embedded in daily workflows and designed to trigger action at the point of execution.



HOW IQVIA NEXT BEST HELPED RESOLVE THE KEY CHALLENGES:



Extended value of data investments

The company was able to integrate and leverage three-plus years of call and preference data from HCP interactions, sales data for the brand, patient adherence predictions and HCP demographics. Additional support provided by IQVIA's data management experts included assisting with set-up and resolving issues related to data quality and completeness.



Optimized customer engagement

The platform intelligently guided teams in reaching critical stakeholders with the right message at the appropriate cadence via the best channel. It worked seamlessly with the company's existing CRM system to surface behavior-changing intelligence within rep workflows at the moment of decision. Suggestions became more precise and personalized over time as the platform continuously learned directly from rep feedback and self-optimized based on engagement activity.



Improved the customer experience

Delivering content through the customer's channel of choice (face-to-face call, email or another communication method), the experience is now more tailored and personalized for an overall better engagement.

IQVIA Next Best provided solutions for these challenges and helped the company create intelligent omnichannel experiences that ensure the most relevant engagement information alongside the best medical information and care for all.



By embedding intelligence directly into their CRM system, recommendation adoption climbed to 60% above the expected baseline within the first week of implementation.



Results

In a matter of months, over 80% of the program reps that were part of the Next Best program engaged with IQVIA Next Best suggestions and saw their performance improve. This demonstrated the high success of the program, even before expanding the program to cover additional non-personal channels.

Uptake by the field team was immediate: adoption levels started above 60% during the first week and climbed further during the program. Suggestions were based on both personal and non-personal data, and that was included in the rationale shared with reps which supported adoption. IQVIA helped the company fine-tune the performance of algorithms to further improve engagement. Sales reps with medium and high rates of recommendation adoption registered 5% more calls per HCP and 10% more calls overall in comparison to those who did not participate in the program during the first nine weeks of implementation. This reflected a more coordinated field execution rather than just driving more coverage or frequency.

With IQVIA Next Best, the company's sales team can now make engagement decisions with speed, accuracy and confidence, accelerating growth of their business.

"It's giving us insights on some of the other channels to make better decisions"

~Sales Representative