

Analytics Powering the Enterprise

Highlights from TechIQ Europe 2022

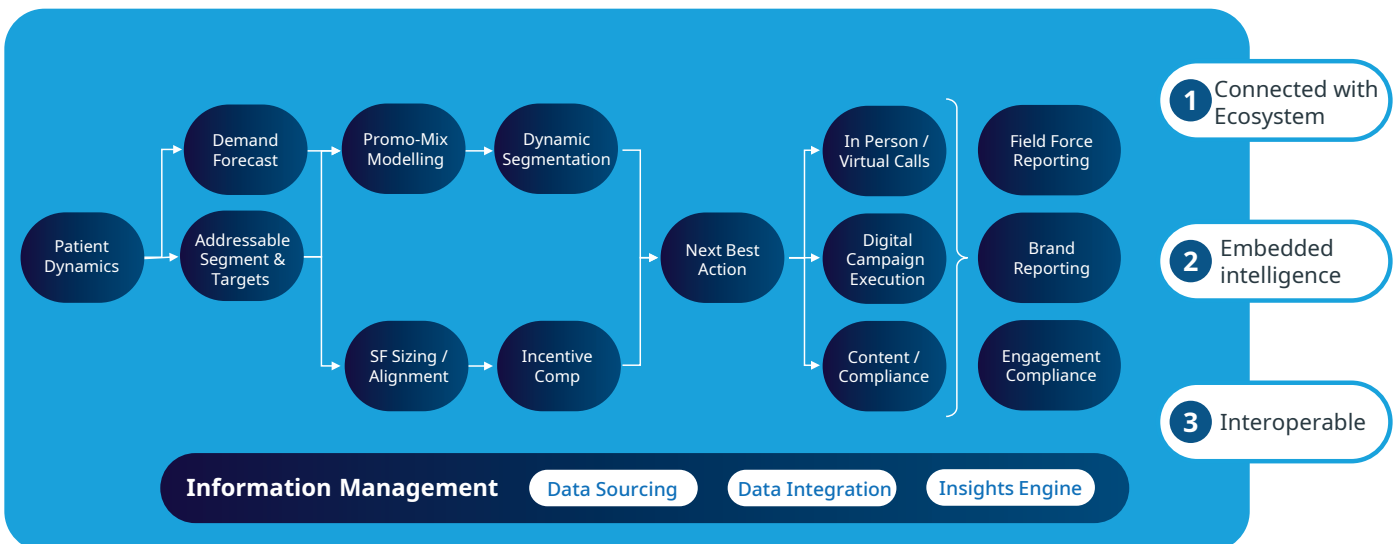
TechIQ Europe 2022's afternoon Information Management session featured GSK's Siddharth Joshi, Principal Product Owner, speaking on 'Next Best Action. 6 secret ingredients of a successful program', Alexander Kopinke, Director Supply Management Systems, Takeda on 'Supply Integrity Management', and IQVIA's Sai Thyagarajan and Varun Verdhan on 'Reimagining Incentive Compensation'.

The session was kicked off by Souvik Sengupta, IQVIA Vice President, EMEA Lead BI and Information Management, who reviewed three key commercial challenges common

to life sciences organizations: difficulty analyzing complex data volumes across siloes, the reality that traditional commercial models can't keep up with shifting expectations, and the increasing roadblocks between patients and therapies.

IQVIA is helping leading organizations address these challenges via Connected Intelligence™, which combines industry-leading data, advanced analytics and domain expertise to turn insights into action.

IQVIA Connected Intelligence is designed to drive omnichannel engagements



Sid Joshi – Principal Product Owner, GSK Next Best Action provided a case study of how his organization is driving performance by using an IQVIA-managed NBA platform to 200 GSK sales teams around the world. Platform features and performance metrics include:

- **16** standard algorithms deployed in 35 countries for Reps
- **12** highly customizable use cases for US and APAC markets
- **10** dedicated algorithms for MSLs
- **70%** of suggestions are acknowledged

Sid stressed that proper planning and implementation are critical to the rollout of a successful NBA program. ‘Must-do’s’ include:

- “Crawl, walk, run, ...”. First deploy easy to understand rule-based algorithms and expand rapidly. Leave complex AI-based cases for the next phase
- Plan your communication ahead and do it well. Extensive change management is a key for high user satisfaction and adoption

- Ensure you get 360-degree support within your organization. Encourage senior stakeholders to promote NBA program. Engage with country management earlier and get them onboard

Alexander Kopinke, Director Supply Management Systems, Takeda spoke next on Supply Integrity Management. Alexander opened with a review of the negative implications of inadequate supply chain management, including:

- Margin loss
- Drug shortage
- Resource misallocation
- Supply chain disruption

He explained that an integrated approach should be adopted to address these challenges, by utilizing a platform strategy that enables a comprehensive approach to supply integrity while managing complexity.

There are key enablers to be considered for a comprehensive approach to supply integrity

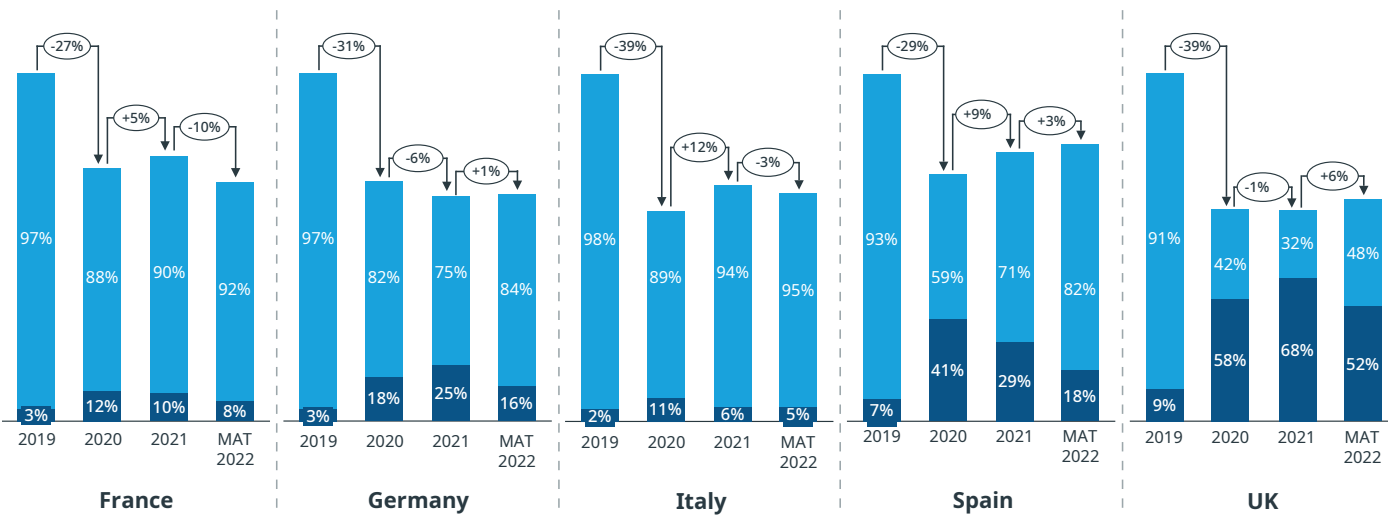


Finally, IQVIA's Sai Thyagarajan and Varun Verdhan led a discussion of the ways commercial pharma's sales incentive strategy is shifting with evolving commercial models. They referenced highlights from a 2022 benchmarking study of EU and UK markets, which found a decline in overall promotional volume and an increase in remote interactions through 2020-22.

Market trends show a decline in overall promotional volume and an increase in remote interactions through 2020-22

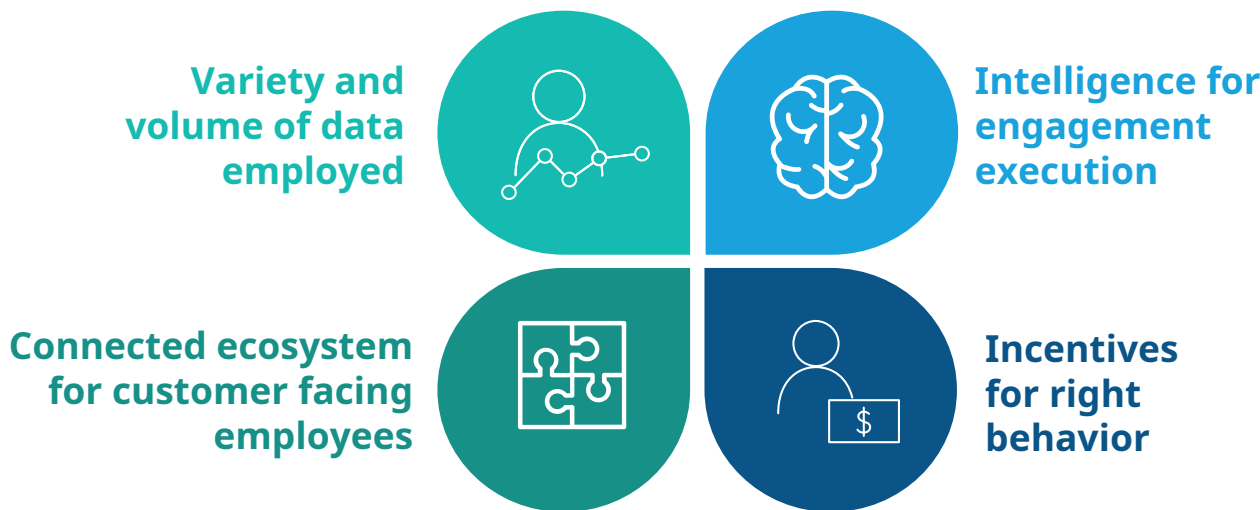
MAJOR MARKETS: FULL YEAR 2019 VS. 2020 VS. 2021 AND MAT JULY 2022

Share of F2F and remote interaction in promotional volume



Source: IQVIA ChannelDynamics, F2F includes F2F detailing and F2F meetings, Remote includes phone detailing, e-detailing (live), e-meetings (live)

In this context, the team identified four critical factors omnichannel success factors for customer facing teams:



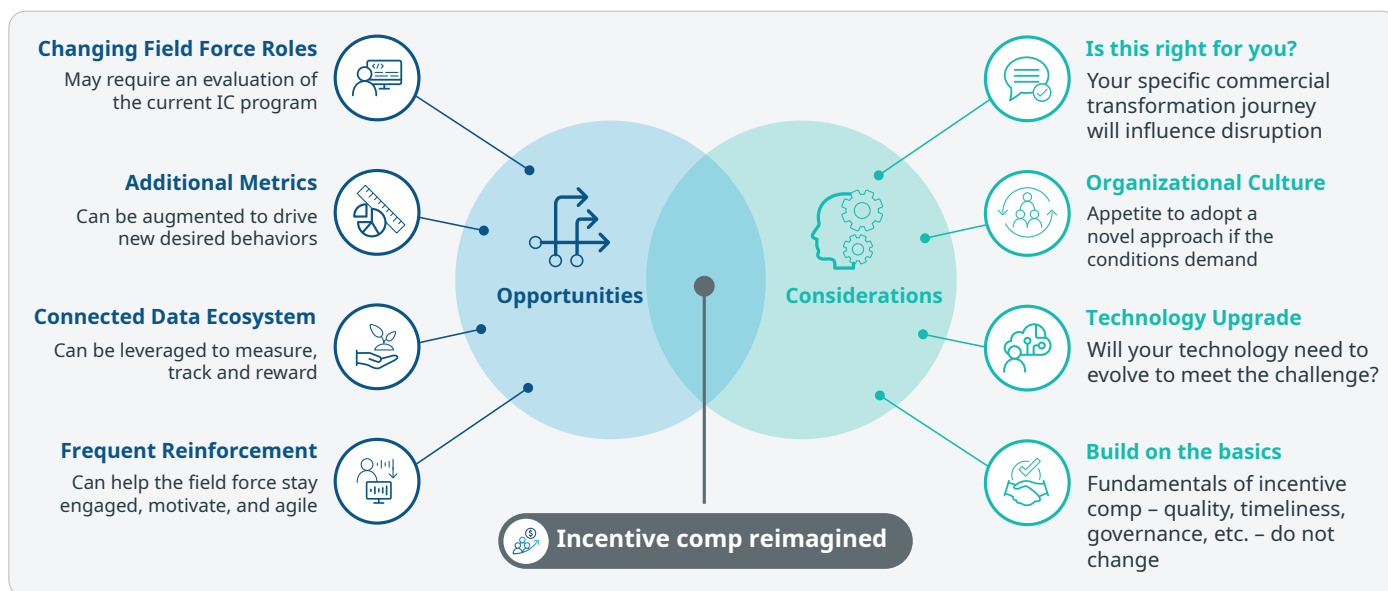
In these markets, the study found Integrating non-traditional data sources and solving for the evolving GTM model to be the two top challenges. However, very few companies are equipped with the right technology solution today: for example, only 14% can ingest, curate and process a variety of data sources including and beyond the traditional sales KPIs without significant

integration and development work, and only 17% can build and deploy both traditional and omnichannel plans and adapt quickly to changing business landscape.

The team noted that cultural openness to innovation is critically important to adapting successfully to this new paradigm.

Companies need to balance the opportunities presented with their readiness to drive cultural and technological changes

Reimagining incentive compensation



To address these challenges, IQVIA recently introduced [Incentive 360](#). Incentive 360 sits in a connected ecosystem and is scalable to power an end-to-end commercial effectiveness capability. Benefits include:

- Orchestrating compliant behaviors
- Building trust with accurate & timely payouts

- Innovating at the speed of your business
- Leveraging IQVIA's Connected Intelligence

To learn more about the ways IQVIA is helping leading-edge organizations like GSK and Takeda adapt and transform to a changing environment through analytics, [click here](#).