

Multinational pharmaceutical company uses Medidata Acorn AI to drive better sales team performance and increases revenue by fifty percent.

ABOUT THE CUSTOMER

Leading multinational pharmaceutical company with products in fields including dermatology, ophthalmology, cardiovascular, and gastroenterology care.

THE CHALLENGE

Sales representatives at a global pharmaceutical company faced several recent growth challenges. The company maintains a team of 1,000 U.S.-based representatives and managers who promote a catalog of 17 leading brands across multiple mass-market and specialty therapeutic categories.

However, data available to sales representatives was frequently siloed between multiple systems or kept on spreadsheets on local devices. The fragmented data pipeline hampered the sales team’s ability to execute coordinated strategies based on current information about patient use, prescribing physicians, marketing campaigns, and other key activities.

“When our sales team goes into the field and meets with healthcare providers, we need to ensure they’re set up for success,” says the director of sales planning and analytics at the global pharmaceutical company. “With that in mind, we wanted a way to visualize all the valuable data captured across our organization, so that sales managers can provide the right groups with the information they need to prescribe our therapies.”

THE SOLUTION

The company reached out to Medidata Acorn AI Commercial Data Solutions for a data-driven, technology-first approach that would centralize product and customer data and drive analytics. Previously, sales staff generated manual reports and managed spreadsheets as part of a disjointed process that made it virtually impossible for managers to share and review information. This siloed information threatened data accuracy while also decreasing collaboration and productivity.



SOLUTION HIGHLIGHTS

- Boosts sales representative productivity with 50% reduction in time spent on daily call planning and 15% overall efficiency gain, allowing representatives to connect to more HCPs
- Increases sales performance by 47% and overall revenue by 50% via targeted sales efforts
- Breaks down siloed sales team data, improving representative effectiveness by leveraging collective data for team-wide insights

For more information, go to acornai.com

Questions? Email us at contact-us@acornai.com

The Acorn AI Commercial Data Solutions team deployed STRATA®, an end-to-end, cloud-based, commercial data management solution. STRATA brought together more than 125 data sources for the company, integrating data from disparate sources including specialty pharmacies, specialty distributors, CRM, and third-parties to provide meaningful insights to field sales, market access, and commercial leadership. The company was now able to provide its sales and medical science liaison (MSL) teams with rich data about product use to inform their outreach activities to health care professionals (HCPs).

STRATA is configurable and component-based, so the company was able to leverage the solution's unique flexibility to fit their exact needs, tailoring its data ingestion automation and quality assurance assets to improve data management and access company-wide. As a result of automating the ingestion, cleansing, and processing of data, productivity and data quality were improved across the organization.

After compiling and analyzing data in STRATA, the company then utilized Acorn AI's LUMEN Insights™ solution for data visualization across the enterprise. LUMEN®'s report templates are designed to work with a company's preferred business intelligence and visualization tool. Insights based on sales data, call and activity data, and past sample activity by doctors, enabled sales teams to quickly identify and target the HCPs most likely to prescribe their therapies. For already busy sales reps, this eliminates time previously spent calling and arranging meetings with providers unlikely to use their products.

"Acorn AI's technology allows us to pair our sales team's expertise with analytics to maximize the impact of their efforts," says the director of sales planning and analytics. "With Acorn AI, we have a powerful platform that leverages data for better decision-making and more effective marketing strategies across 17 major brands."

THE RESULTS

Using Acorn AI's industry-tested solutions, implemented by proven data experts with 15 years of successful product launches under their belt, the company saw an immediate return on their investment. Sales representatives were able to save time on daily tasks such as call planning and lead identification, resulting in productivity gains that increase product adoption and revenues. Prior to engaging Acorn AI, sales representatives typically spent about 90 minutes on daily call planning to organize and prioritize leads to pursue. Today, the company has cut the average call planning time to only 45 minutes through analytics-powered targeting, giving representatives more time to meet directly with healthcare providers. "My entire team is outpacing and outperforming its growth trajectory, and about half of that achievement can be attributed to a combination of implementing a CRM and putting LUMEN Insights™ in our reps' hands," says the director of sales planning and analytics.

LUMEN® and STRATA® working together improve decision making across brands

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Representatives also saw a 47 percent increase in sales and a 50 percent gain in revenue across its product portfolio thanks to Acorn AI's commercial data management platform and insights solution, which directly identified HCPs most likely to become customers. In addition, the company also realized a 15 percent increase in overall sales team productivity.

With the capabilities Acorn AI Commercial Data Solutions brought to the organization, the company can provide its dispersed sales teams with deeper insights that boost productivity on tasks such as developing strategies and call plans, which translates directly into more coordinated interactions with healthcare providers and expanded access to product information.

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