Biotech sees improved data quality and insights in commercial operations after switching to Medidata AI Commercial Data Solutions platform

ABOUT THE CUSTOMER

A global biotech company dedicated to improving patient lives by offering alternatives to biologic medicines in oncology, ophthalmology, and other fields.

THE CHALLENGE

Developing biosimilar medicines is not just a business, it's a mission. Safe, effective, and affordable alternatives to brand-name therapies can make a world of difference to patients and healthcare providers alike. But biotech companies must be adept at bringing products to market—both maximizing access to lifesaving treatments and recouping their R&D investments.

This biotech company recently introduced a biosimilar that helps prevent infections in people undergoing chemotherapy. It sells to healthcare providers, including inpatient and outpatient departments, hospitals, integrated delivery networks (IDNs), and group purchasing organizations (GPOs). That makes for a complex account hierarchy—a challenge the company struggled to master during its first year of commercialization.

"Our sales data wasn't lining up," says the senior director of commercial operations. "We didn't have visibility into how much we were selling at the individual account and territory levels—and there were serious data quality issues."

The company's commercial efforts were stymied by duplications and inaccuracies in the data, due to a master data management (MDM) solution that couldn't accommodate the complicated relationships among accounts. For instance, the company might have a contract with a GPO representing several hospitals and departments across multiple territories. Those same hospitals could show up in other contracts, either through a direct sale or as part of an IDN. This led to mistakes in sales compensation and made it difficult for commercial leaders to make decisions about sales strategy.

1,000s of duplicate accounts eliminated

SOLUTION HIGHLIGHTS

- A single source of truth with a clear view of sales penetration at the account and territory level

- Master data management that makes sense of complex account hierarchies

- Command Center feature that provides visibility and operational control over data

"We have 125 sales reps in the field. Not only do we need to pay them correctly, we need to give them effective marching orders," says the senior director of commercial operations. "To determine which accounts to target and how to capture more market share, we need a reliable, single source of truth with a clear view of sales penetration into each account."

THE SOLUTION

A year after bringing its oncologic biosimilar to market, the company switched from its original data management provider to Medidata AI Commercial Data Solutions. The Medidata AI Commercial Data Solutions team deployed STRATA®, a cloud-based, integrated commercial data management platform. Medidata AI's solution provides a clean, accurate view of commercial activity at every level, making it easy to see how much product the company moves and where.

"Medidata AI delivered full visibility into our commercial operations, allowing us to analyze market share, identify target accounts, and better understand our customers," says the senior director of commercial operations. "Medidata AI's commercial data management platform has completely changed the way we make decisions and makes us more effective at communicating our strategy and performance."

STRATA was configured with specific business rules to map the company's complex hierarchy of customer accounts and the Command Center feature was implemented to allow the company to audit and adjust the data. Through a single front-end interface, the Command Center feature provides visibility and operational control over data—with diagnostics, user management, and the ability to upload large files. Where commercial leaders could see only total sales numbers in the past, they can now track, analyze, and report on sales at the account and territory levels.

Thanks to a seamless integration with the company's CRM and the third-party logistics (3PL) system, STRATA keeps accounts, sales activity, invoicing, and inventory aligned—without the slow, inconsistent data refreshes that caused data quality problems in the past.

Technology that makes a difference

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Senior Director of Commercial Operations

THE RESULTS

With Medidata AI's flexible, reliable commercial data management solution in place for master data management and sales incentive compensation, the biotech company solved a laundry list of 13 challenges related to account duplication, poor data quality, and overall system performance and reliability. Not only can commercial leaders make smarter decisions about sales strategy and better communicate their plan to investors, sales representatives can execute on the plan more effectively.

"Reps in the field now have the intel to prepare for customer meetings properly," says the senior director of commercial operations. "Walking into meetings with accurate numbers and contract details, they're much better positioned for negotiations."

It's also good for the small team of four people responsible for managing the data. With help from Medidata AI's manual data stewardship service, the team can keep account data clean with much less work. "We eliminated thousands of duplicate accounts with STRATA," says the senior director of commercial operations. "The solution alleviates a huge burden for team members, who used to spend a good portion of their time tracking down account information and correcting the data."

As the biotech company looks to launch new compounds in the coming year, Medidata AI Commercial Data Solutions will be a trusted partner and provide the expertise and technology that will help make their commercial efforts successful from day one. The company has full confidence in Medidata AI's ability to support its commercial data management and insights needs as it grows its business.

"Thanks to extensive industry expertise and proactive support from our local team, we see Medidata AI as a partner, not just a vendor," says the senior director of commercial operations.

A Trusted Partner

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