



Qlik® for Life Sciences: physician and patient analysis and targeting

Empowering Life Sciences sales and marketing teams to grow revenue

Challenge

In the life sciences industry, understanding the market means knowing what patients and physicians need, think, and do. Based on your analysis of current attitudes, therapeutic requirements, and the behavior of healthcare providers and consumers alike, you need to target your sales and marketing activities accordingly. This is how you deliver outstanding service. But with data everywhere and spreadsheet-based analysis tools that result in errors, effective analysis and targeting for physicians and patients is a time-consuming, manual task in need of improvement.

Solution

High-performance apps built for Qlik were created to help companies like yours more effectively analyze and target physicians and patients. These self-service BI apps, developed with Qlik® partners, give you the information you need so you can speed analysis and more accurately meet your targeting objectives. Using Qlik, you can:

- Segment physicians by multiple criteria including region, area of focus, prescription volume, etc.
- Analyze patient demographics and target your marketing efforts with insight into volumes of data that show market uptake potential for the therapies you offer
- Maintain detailed intelligence and activity reports for key opinion leaders (KOLs) and then target your sales and marketing activities accordingly
- Track the performance of campaigns as they happen and make modifications to improve results
- Integrate third-party drug sales and market data to quickly analyze prescription trends based on a single version of the truth
- Benchmark your patient populations and physicians against national or global data
- Perform comparative analysis on multi-drug therapies to better understand physician prescription behaviors and patient use
- Analyze social media sentiment to stay on top of trends as they develop

Customer examples

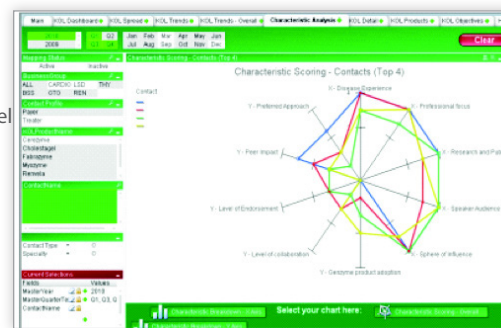
- Genzyme increased adoption of its therapies with a KOL mapping app that uses Qlik to provide detailed intelligence and activity reports on where industry advocates excel or where they could use additional training.
- FFF Enterprises, a leading multidimensional healthcare company, uses Qlik to monitor trends, identify market opportunities, and assess market performance by product and customer. This enabled timely market execution and customer responsiveness through instant information access.
- Forest Laboratories increased their insight into physician behaviors by analyzing interactions with physicians and by comparing physician feedback on products with other market data. They can now continually refine physician targeting, segmentation, and sales messaging using Qlik and can quickly assimilate findings into e-detailing and closed-loop marketing messaging for the field.



Example: An app to measure and monitor the performance of dispensing doctors, drug uptake at launch, and overall sales trends

“ Qlik is absolutely about intelligence and business discovery and I cannot think of any limitations. Qlik ‘kept it simple’ and allowed them to focus on their day-to-day jobs with detailed intelligence allowing them to focus on key customer areas and exceeding their sales target. ”

— James Sharp, Regional IT Manager,
Genzyme Therapeutics Ltd



Example: A KOL mapping app that improves targeting by analyzing KOL characteristics



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