

Channel Dynamics Dashboard

Measuring competitive channel activity worldwide

Your Challenge

SECURE YOUR COMPETITIVE ADVANTAGE

The competitive landscape within the pharmaceutical industry changes constantly, demanding that various stakeholders in your organization have ready access to current channel metrics. With the right insights, you can ensure that your promotional investment, mix, and messaging is effective, given what your competitors are doing.

The Solution

KEY METRICS AND COMPETITIVE BENCHMARKS OF CHANNEL ACTIVITY

The PharmaReport Channel Dynamics module allows you to customize your market definition and then displays in intuitive dashboards:

- The volume of promotional contact and investment by channel at the company and brand level
- Healthcare provider (HCP) message recall
- Measures of promotional impact and quality, by channel
- Profiles of competitors and new market entrants



KEY QUESTIONS YOU CAN ANSWER

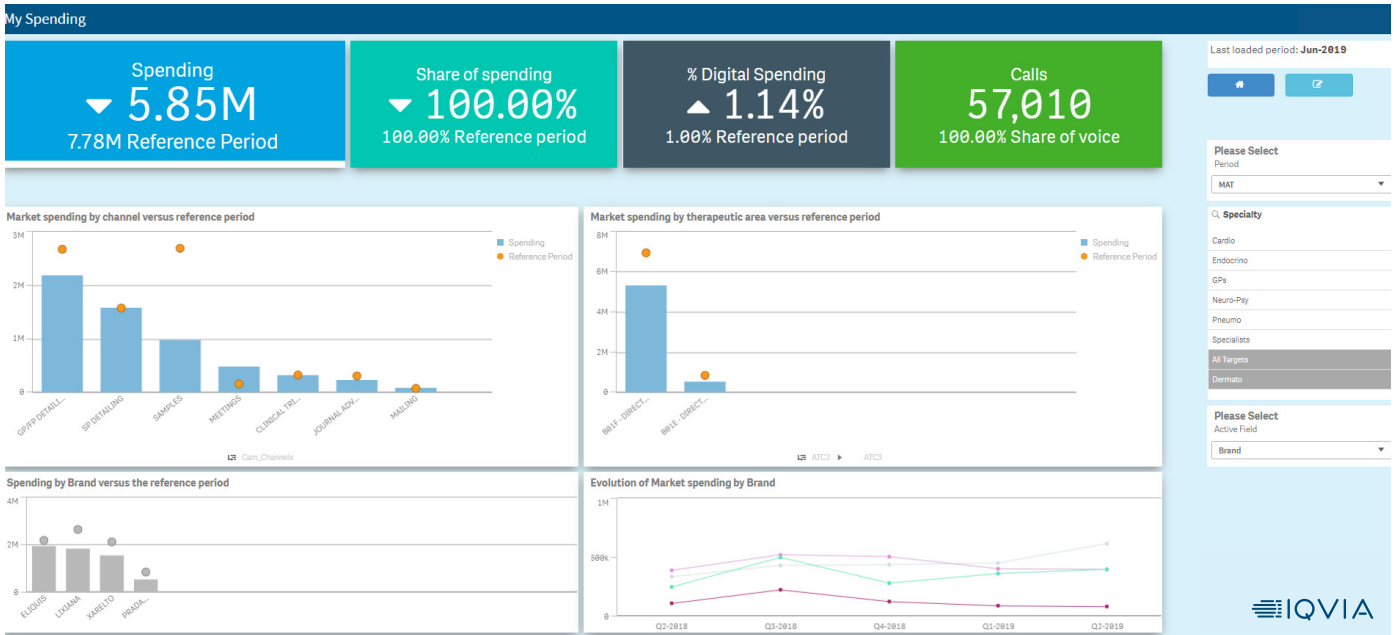
- Are we maintaining a competitive share of total marketing investment?
- Is our channel mix effective?
- What is the optimal level of promotional investment, by channel in a new market?
- Does our brand have a competitive share of voice in total detailing volume?
- What are our competitors' key messages?
- What messages are most frequently perceived as "very useful?"

COMPETITIVE INSIGHTS SHARED THROUGHOUT THE ORGANIZATION

In combining Channel Dynamics and Message Recall in one dashboard that is accessible to the commercial organization, the module reveals marketing strengths, weaknesses, trends, and overall performance. With these insights you can take the necessary actions

to improve the effectiveness of your promotional activities, channel mix, and messaging.

The tool saves time for your business analyst in that they no longer have to process and report on the data; they can spend their time investigating it and drawing relevant conclusions.



About PharmaReport

Channel Dynamics application is part of the PharmaReport suite described in a separate fact sheet.

IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject

matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.