

Maximize Your Sales and Marketing Impact with Precision Targeting

Optimize your sales performance by targeting the highest potential HCPs

The Challenge

Deploying the sales force is the commercial team's most expensive undertaking. So your targeting plan has to be right. If you're relying on reps' perceptions to prioritize Healthcare Professionals (HCPs), it is very likely you're leaving untapped potential in the market. Not maximizing your return on your sales and marketing investment (ROI) and perhaps even frustrating reps with uneven workloads.



The Solution

Services

IQVIA will give you evidence-based guidance for making the most of your sales and marketing investment and execute your strategy.

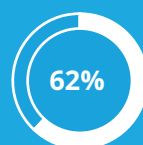
Our business experts will work with you to put theory into practice with:

- A ready-to-use target list of HCPs
- Recommendations on the ideal size of your salesforce
- The most ideal way to cover the market with the most optimal call frequency
- Differentiated macro segments, fine-tuned through a workshop with the brand team
- Benchmarked call frequency
- A simulation tool to see the impact of cut-off changes in terms of segment size and potential

They can also advise on the use of additional parameters such as prescription behavior, initiator potential, call

A PRACTICAL APPROACH, ADAPTED TO YOUR ORGANIZATION

- Quick and easy implementation
- Prescribers scored and ranked on retail potential
- Results at the nominative level
- Heat maps of results across the country
- KPIs on quality of the estimated potential



Coverage of pharmacy market*



Coverage of the wholesaler market

* Coverage of 62% will be reached by the end of 2019

elasticity, (by crossing retail sales data with patient dynamic data), allowing more advanced segmentations.

The Result

One of the most effective ways of optimizing targeting through statistical modelling

The average improvements through targeting optimization in overall client in-target selection on a GP universe is of 10%. This means 'wasted' calls can be reduced by at least 10%*.

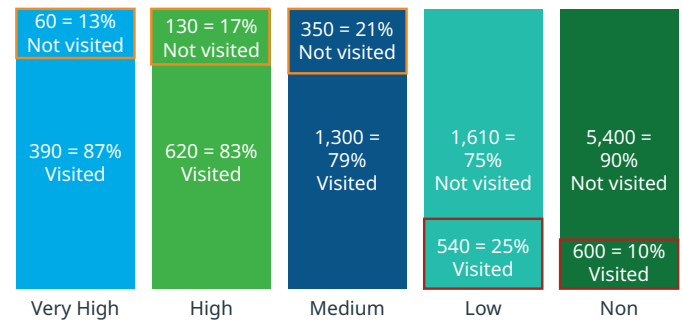
Within the improved in-targetselection, an important accuracy improvement can be reached of HCP segments (example Low to Very High).

*2018 benchmark based on 20 client validations with history on targeting solutions. Average improvements in correct in-target selection from 17% 'wasteful' physicians to 8%.

IQVIA can support you with targeting optimized by providing a nominative target list with superior accuracy



IN-Target vs OUT-Target Physicians – results of the assessment of your current situation



Highlighted in orange the share of profitable physicians not visited in the Very High to Medium segment. Highlighted in red the share of Low to non-profitable physicians visited currently.

