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Targeting physicians post pharma formulary win

Client: US Pharmaceutical major

Business Background

A leading US pharmaceutical company became a major player in antipsychotic market with one of its major blockbuster drug with annual sales over ~$5 Billion. Their main operational focus is CNS Disorders and Oncology. With a recent formulary win for one of their CNS blockbuster drugs, they were expecting a jump of ~$150 Million in annual sales.

Problem Statement

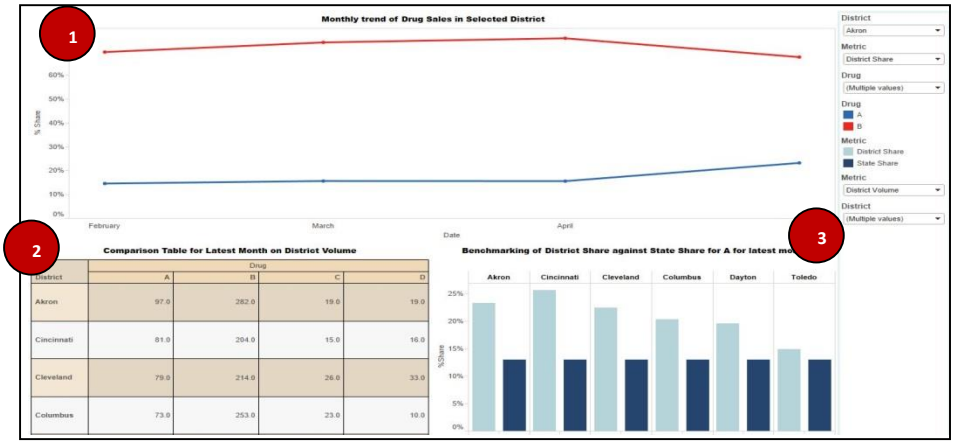
Sales reps were asked to target the right physicians for the aforementioned drug and intimate those about the formulary win. The job was to formulate a fully automated advanced system of business dashboards in Tableau that will update the list of physicians weekly and provide a performance snapshot report, comparing their performance at different geographical levels against predefined benchmarks.

Analytical Approach

1. Reviewed various business rules regarding physician loyalty to the drug, availability of patient support system, their PDRP status, relevant market space, sales of competitor drugs etc.

2. Kept the analysis restricted to aLAI (Atypical Long Acting Injectable) market, with the drug being one of the major player in that market. Found the top 1000 highest physicians in that particular market and reported counts of different prescribed drugs from them within the market space. Also reported the drug's market share in different regions, districts, territories in the weekly performance report.

Results and Recommendations



The dashboard comprises of three views, 1. Monthly trend comparison of the drugs, 2. Comparison table showing selected metric values for all the four drugs in selected state, 3. Comparison of state level and district level share for selected drugs

1. The fully auto-functional dashboard was able to successfully capture KPIs on a periodic basis with extremely quick turnaround time.

2. One of the key insights suggested was a weekly jump of ~10%-15% in sales of drugs due to value driven targeting.