

CASE STUDY

Boosting field IQ to increase sales

Pharmaceutical sales
reps use new data
insights to refine
target prospects.



Better field intelligence

In today's highly competitive pharmaceutical market, sales representatives must continually explore new ways to gain an edge. It's not enough to simply call on individual doctors and promote their products. Sales reps must build relationships in which they become a valued source of information.



Data delivers insights

The more sales reps know about the physicians in their territory, the better their leverage in gaining access to them, which is why one top 10 pharmaceutical company decided to focus on enhancing field intelligence.

They turned to LexisNexis® Health Care to provide information that could be valuable to the sales reps for their oncology products. They sought out answers to questions such as:

- How are cancer patients managed throughout their healthcare journey?
- What is the process for making treatment decisions?
- Which physicians oversee the most patients?
- Who are the key opinion leaders?
- What influence do caregivers have?

“We wanted our sales reps to understand how disease is managed on a local level,” explained a vice president at the top 10 pharma company. “Cancer is a complicated disease with multiple treatment paths. We wanted to get a better picture of the local landscape and key players.”

LexisNexis used its vast data resources to deliver insights into their prospective customers so they could target the right people and speak from a position of knowledge in describing how their products fit into care models.

Targeting teams versus individuals

In gathering and analyzing the data, LexisNexis and the top 10 pharmaceutical company were able to see relationships between providers that weren't evident before. Because care teams are frequently used in working with cancer patients, these relationships are extremely important.



In team-based care, two or more health providers work collaboratively with patients. Each provider on the team has a specific role. Some team members are doctors or technicians who help diagnose disease. Others are specialists who treat certain aspects of the disease or care for patients' physical and emotional needs.

“This insight put a new spin on the influence network,” explained Don DeStefano, Director of Sales for LexisNexis. “The pharma sales reps had been focused on individual physicians and occasionally pairs of physicians connected via referral. But we were seeing whole teams of providers, all of whom were involved in developing and managing the treatment plan of a single patient.”

With this new understanding, the sales reps were better able to navigate the market. They could see the connections between providers and leverage that knowledge in their sales strategies as well as in their conversations with prospects.

Identifying team leaders

The data not only provided better field intelligence, it identified those physicians who served on multiple teams. Sales reps could focus their efforts on physicians who championed team-based care and reach out to those handling the most patients.

As sales reps developed relationships with dominant physicians, their networks could grow to include all the healthcare professionals on those physicians' care teams. It accelerated the sales process and extended the sales reps' reach.

Bringing new reps up to speed

One of the benefits to the top 10 pharmaceutical company was the ability to rapidly educate new sales reps or experienced sales reps taking on a new territory. The LexisNexis data gave them an instant understanding of the key providers in the market and their connections, saving months of field work typically needed to piece together that knowledge.

The future is bright

While tracking these types of data insights to ROI is difficult, no one doubts that better field IQ can be instrumental in helping pharmaceutical sales reps with prospect identification and interaction.

According to one rep, “Our goal is to reach the right people. The new data gives us a horizontal view across the specialists so we can find treatment teams. No longer are we limited to the perspective of a single physician. The data ties it all together so we can know who’s working together and get our message out.”



For more information, call 866.396.7703 or visit [lexisnexis.com/risk/health-care](https://www.lexisnexis.com/risk/health-care)



Health Care

About LexisNexis® Risk Solutions

At LexisNexis Risk Solutions, we believe in the power of data and advanced analytics for better risk management. With over 40 years of expertise, we are the trusted data analytics provider for organizations seeking actionable insights to manage risks and improve results while upholding the highest standards for security and privacy. Headquartered in metro Atlanta, LexisNexis Risk Solutions serves customers in more than 100 countries and is part of RELX Group plc, a world-leading provider of information and analytics for professional and business customers across industries. For more information, please visit www.lexisnexisrisk.com.

Our healthcare solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.