

CASE STUDY



When almost 50% of your business records are inaccurate or incomplete, can your sales team be effective?

Here's how one life sciences company discovered issues in its data that were limiting its success.

In recent years, data and analytics have transformed commercial functions for life sciences companies by providing salespeople with valuable insights into their customers, streamlining operations and driving decisions about where to focus resources.

But what if the data isn't accurate? What inefficiencies might be created and opportunities missed if the salespeople are relying on information that's outdated or incomplete?

One pharmaceutical manufacturer—we'll call them Company X—recently reached out to LexisNexis® to evaluate the quality of their provider data and the strength of their affiliations. What they learned was eye-opening and has prompted them to make significant changes in how they gather and use data in commercial efforts. Here's their story.

Challenge: Making contact with providers

Company X sells a high-end gastroenterology drug therapy. It has a sales force comprised of seasoned representatives who spend their time calling and visiting healthcare providers to educate them about X's drug therapy. These reps rely on the company's database, comprised of data from various internal and external sources, for determining which providers to contact and where to find them.

Over the past year, the sales reps had expressed irritation at having incorrect contact information for many of their providers. The data also had gaps, leaving sales people to fend for themselves in researching the missing information.

One of the sales team's priorities was validating the affiliation between healthcare providers (HCPs) and healthcare organizations (HCOs). Without accurate data on those connections, the sales reps couldn't determine which HCPs might be able to influence decision making of the HCO and also other HCPs affiliated with that HCO. When sales reps can't identify valuable targets, they can't optimize their outreach.

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Solution: Revelations from a data quality health check

Company X contacted LexisNexis, which recommended a data quality health check (DQHC). That DQHC revealed three key findings:

1. Many people in the database shouldn't be there

For the sales rep, these extra people represent noise. Ancillary database records take away focus and result in wasted efforts, time that could be spent on other prospects. This issue is exacerbated by the fact that less than half of HCPs are willing to meet with sales representatives¹, and those that do meet with reps may only allow 2-4 minutes of their time.²

Company X had a call list of over 62,000 providers. Of those, LexisNexis determined that nearly 10% had bad attributes—and therefore shouldn't be on the call list. Of that 10%, most fell into one of the following categories:

- Inactive practitioners – 3,277
- Deceased practitioners – 1,045
- Duplicate records – 267
- Practitioners with outstanding sanctions – 761

2. Many providers who should be in the database weren't there

LexisNexis found 19,834 HCPs who, according to LexisNexis claims data which determines the strength of how an HCP is performing at a given facility, were in Company X's "sweet spot." These were prospects that weren't on Company X's call list, essentially missed opportunities.

Even though Company X was doing its own data modeling—taking full datasets and breaking them into deciles based on claims data—they were missing targets. Using LexisNexis data on HCPs and HCOs and working with Company X's data governance team, LexisNexis was able to uncover potential targets previously unknown, more than 1,500 targets in the top 4 deciles.

3. Nearly 50% of the providers in the database had incorrect or incomplete records

More than 29,448 providers had inaccuracies in their listing, such as a wrong telephone number or were missing essential information.

Life sciences companies continue to allocate most (88%) of their total sales and promotion budget to their sales force.³ And sales reps make on average seven HCP visits per day.⁴ If provider information is erroneous, wasted time and resources can quickly add up.

Result: Recommendations for improving data quality

Based on its findings, LexisNexis proposed the following for Company X:



Cleanse the data – Using its Provider Data MasterFile™, a master referential database with over 8.5 million healthcare providers, LexisNexis would standardize and cleanse the data. It would delete inactive and deceased practitioners, eliminate duplicate records, flag practitioners with outstanding sanctions and identify anyone on the list who was not a physician. For example, LexisNexis could validate NPIs for 7,645 records and validate affiliations for all targets for Company X.



Enhance the data – With its Provider Data Enhancements™, LexisNexis would fill in information gaps and augment existing profiles with additional data points. Up to 40% could be enhanced with address information, such as rank 1 address, thereby increasing quality and effectiveness for Company X. Their database would then be accurate, current and complete.



Maintain the data – In one year, information on healthcare providers can change by as much as 25%.⁵ The accuracy of Company X's database would again erode if it wasn't routinely checked. Therefore, after the initial enhancement delivery to clean Company X's data and align with its data science, machine learning, data governance and scoring practices, LexisNexis recommended quarterly updates that would sustain data quality. Additionally, LexisNexis offered data governance and data stewardship support to help keep bad data out.



Leverage new data – LexisNexis found providers who weren't in the Company X database yet and were good prospects for its drug therapy. Adding these providers would give sales reps new targets that could ultimately increase sales and market share.

For Company X, a universe of more than 322,000 targets exists in LexisNexis data. By working with Company X and reviewing target specialties and practitioner types, LexisNexis found more than 1,500 targets in the top 4 deciles and many more in the other 6 decile groupings. In the top 4 it represented more than a 30% increase in targets!



Analyze the data – Using advanced analytics, LexisNexis could help Company X uncover hidden markets or find additional practitioners whose patients might be a fit for its drugs. The opportunity to reach a broader provider population could be a significant competitive edge.

Understanding strength of affiliations is key to finding high-value targets by analyzing LexisNexis HCP, HCO and claims data. That claims database connects HCPs to HCOs with a high degree of accuracy. It contains all the right HCPs in the right locations and reveals the strength of those connections via claims, defining actual workload and location. With this holistic view of specialties (HCPs), and settings (HCOs), the results translate to more opportunities.

With enhanced data and the power of analytics, Company X can benefit from data-driven commercial insights. It will be able to improve efficiencies, allocate resources and target customers with increased precision.

How's your data?

The life sciences industry has become increasingly data driven in recent years, and this trend is unlikely to abate. But many businesses in this sector face the same challenges as Company X. Those that develop a successful data governance strategy now, with the right data provider and processes in place, will be the ones best positioned for future growth.

Is your company overdue for a data quality health check? What might you learn that could translate into sales and revenue? Contact LexisNexis to explore the exciting possibilities!

To learn more, call 866.396.7703 or visit
risk.lexisnexis.com/products/provider-data-enhancements



Health Care

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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.

¹ <https://www.bluenovius.com/healthcare-marketing/pharma-sales-reps-visit-doctors-office/>

² <https://www.pm360online.com/the-ever-evolving-pharmaceutical-representative/>

³ <https://www.prnewswire.com/news-releases/as-doctors-keep-closing-doors-on-pharma-reps-do-digital-communications-provide-a-better-solution-300317132.html>

⁴ <https://www.repsly.com/blog/field-team-management/field-data-insight>

⁵ "Provider Data Management Solutions" LexisNexis 2014

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