Excellence in Business Analytics

Awarded to a piece of work that has provided new insight, direction, visualisation or revitalisation of current business practice. This should be demonstrable through the effective delivery of analytics across the business intelligence spectrum.

Entries may focus on any or all of the following areas:

- Highlighting outstanding work in field force excellence
- Demonstrating the effective use of multichannel analytics bringing data to life for end users
- Leveraging the power of Customer Relationship Management (CRM) to drive business results
- Generating new and actionable insight through primary and secondary data analysis
- In addition all entries must demonstrate a clear focus on utilisation of data for the benefit of the UK client business, patients and/or the NHS

Finalists:

Leveraging insights from publicly available formulary data, and sales data to optimally direct field based Market Access and traditional Sales Force resources

Alexander Ide
QuintilesIMS

Aycan Palazoglu
QuintilesIMS

Gary Woodham
QuintilesIMS

Executive Summary

With the decision-making environment becoming increasingly complex and evolving at a different pace throughout the UK, pharmaceutical companies are struggling to know how best to deploy their commercial resources.

Our analysis sought to answer three questions:

1. What brand use recommendations are being made by local commissioners?
2. Which commissioner organisations have greatest business potential?
3. How controlling are commissioners at the therapy and product level over their prescribers?

The insights enabled our client to choose the optimal blend of Market Access and traditional Sales Force resources, thus ensuring that these expensive resources can be selectively deployed to achieve the maximum profitability.

Small is beautiful: How excellence in fast fieldwork & detailed data analysis helped provide insights into customer segments that engaged the sales team

Michelle Lane
Janssen

Donna Lloyd
Janssen

Jon Freeman
Synergy Healthcare Research Ltd.

Lucy Howells
Synergy Healthcare Research Ltd.

Executive Summary

How to identify the most powerful message for a brand that offers multiple benefits? The solution was to identify different segments of health professionals who placed greater importance on each of these benefits.

Fast fieldwork and detailed data analysis identified customer motivations at an individual respondent level using a novel 'bottom-up' segmentation approach to build up doctor segments that are easy to identify and thus truly engaged the brand and sales teams.

Research identified opportunities for tailored communication which emphasised the benefits each segment regarded as most important, and thus led to a more targeted marketing campaign and sales activities.

Is Simplicity, Speed and Quality, really an unattainable dream?

Chris Reynolds
Teva UK

Muhammed Rafeek
QuintilesIMS

Raam Uthayanan
Teva UK

Jerome Leoni
QuintilesIMS

Executive Summary

With time becoming ever increasingly valuable in today's climate, simplicity, speed and quality is a must for pharmaceutical companies. Teva UK needed a solution to facilitate consolidated reporting in order to accelerate decision support across their organisation allowing their Commercial Excellence function to really focus on what is important, delivering critical business goals.

Collaborative working with QuintilesIMS enabled use of the latest technology to deliver a robust and scalable reporting backbone allowing accurate and faster data delivery, better planning and timely decision making as well as a harmonisation across data services with automated validation gap analysis of each time period.

"QuintilesIMS is proud to sponsor the 'Excellence in Business Analytics' Award. QuintilesIMS strives to help its customers deliver value through data and analytics, so we are delighted to recognise those who excel at gaining insight to drive better performance and achieve better patient outcomes."

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