



Case Study

Precision Targeting Boosts Oncology Sales at a Top 5 Pharma

Challenge

One of the largest Oncology franchises in the US, found itself with sales growth being lower than expected and HCP churn constantly rising. Doubts were raised as to whether their traditional marketing and sales strategies were still practical in today's complex market, which triggered the business unit in charge to explore alternative methods.

Solution

The company chose to adopt Tavana, Verix's Commercial Optimization Platform (COP). Tavana is an AI-driven solution, which applies dynamic targeting and micro-segmentation of any therapeutic universe and enables commercial operations professionals to engage HCPs with focused and highly precise messaging, to achieve sales goals and addresses their multi-channel needs.

Results

Verix has provided a significant improvement in the brand's commercial business results by pinpointing the right opportunities and risks and helping the company optimize its engagement with relevant HCPs with the right message at the right time.



Sales

Market share increase against benchmark and competition



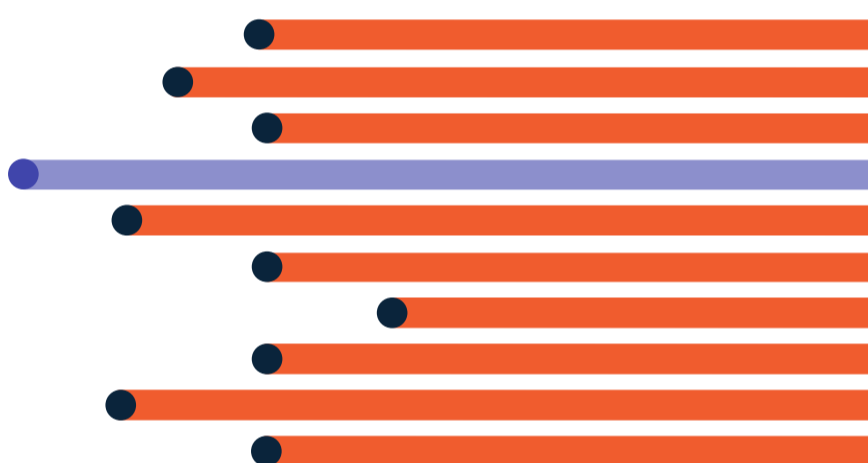
HCPs

Acquisition of new writers and decrease in churned writers




Campaigns

Targeted HCPs, NRx uplift against the competition



Key differences between the traditional approach to targeting and segmentation and Tavana's AI-driven methodology:

| | Traditional approach | Tavana Platform  |
|---------------------|--|---|
| Target List Type | Static | Dynamic |
| Frequency of Update | Once per trimester | Automated / On Demand |
| Generating Process | Need external consulting | Easy to use and self-sufficient |
| Speed of Data | Based on 3-6 months old data | Near real-time data |
| Strategy Planning | Manual, time consuming and expensive | Automated landscape analysis with 'What-if' scenarios |
| Outcome | Broad target lists with lack of dimensionality and channel focus | Precise target lists, actionable recommendations and personalized messages |

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