

Next Best Engagement (NBE) Recommendations

Decisions at scale for pharmaceutical brands

Verix's Commercial Optimization Platform (COP) Tovana™, supports strategy development and commercial execution for pharmaceutical brands, by streamlining, automating, and optimizing business processes. Today's available data has significantly increased in volume, velocity, and complexity, allowing the Life Sciences industry to shift from the bygone one-size-fits-all blockbuster era to precision medicines. However, opportunities became scarce, with each missed opportunity causing significant loss to the new brands.

To successfully compete in this new paradigm, Verix developed Tovana, a unique and innovative AI/ML based commercial optimization platform that enables pharmaceutical commercial teams to easily centralize, manage, and analyze the vast amount of data related to HCPs, patients, and payers in a single place, and get Next Best Engagement (NBE) recommendations, which enable them to make informed decisions at all levels, from executives to the field force.

Verix partnered with leading pharma companies in the US, to develop cutting edge industry use cases on top of the Tovana platform, such as Dynamic Targeting and Segmentation, Patient Discovery, Bottom-Up Forecasting, Channel Optimization, Non-Personal-Promotion, and Therapeutic Landscape Analysis. These use cases have been implemented at top Pharma companies and lead to significant revenue uplift due to optimized customer engagement as well as stronger establishment of brand market position.

Why Tovana



AI/ML Engine

Integrate and pre-process large data sets with anonymized data to track patients prescribed for your pharma treatment. Understand the business side of patient care to deliver NBE recommendations to field sales and in turn, improve patient persistence.



Quick Time To Value

Quick turnaround for timely and accurate tracking of physician preferences, and prediction of threats and opportunities, enabling you to always be on top of HCP needs and requirements.



Embedded Hotspots

Hotspots automatically generated by our anomaly detection engine detect outliers and bottlenecks early on and send Next-Best-Engagement recommendations to the field to ensure focus on highest priority issues.



"Changing HCP behavior is complex. Our main problem is how to identify opportunities dynamically and how to communicate it to the field. We need an end-to-end process to achieve that"

Gellert Toth
Head of Commercial Analytics
Oncology



"A senior leader can actually pinpoint exactly where he is going to get the next sales from- That's powerful!"

Abhishek Agrawal
Head of Strategy and Innovation
at GSK



"Verix's platform provides us powerful abilities to understand the market and take action"
Scott Evangelista

President and COO at Ironshore

Trusted by pharma leaders



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