

Tovana: Unleashing the Power of AI/ML for Pharma Commercial Excellence

The pharmaceutical industry's landscape is evolving rapidly with the advent of specialized medicines and rapid shift towards non-personal interaction with physicians. To navigate this shift and maximize market impact, pharma companies must embrace advanced, data-driven methodologies in commercial processes. In response, Verix introduces Tovana™, a cutting-edge AI/ML platform tailored for the specific challenges of the pharma sector, offering a flexible, scalable, and adaptive solution to optimize commercial processes, while maintaining low total cost of ownership.

Challenges in Pharma Marketing

As drug commercialization decision-making becomes more nuanced, relying solely on naïve handcrafted rules (such as volume-based metrics) proves inadequate. Tovana addresses this challenge by leveraging AI/ML models to analyze customer behavior through a complete Customer Lifecycle Model (CLM). This model captures the dynamic stages of customer evolution, such as physicians gaining awareness or transitioning from "Not a prescriber" to "New prescriber," enabling targeted marketing strategies.

Supervised Learning for Precision Targeting

Tovana employs Supervised Learning (SL) models to prioritize marketing activities, allowing for tailored approaches to different customer segments. By training on historical data, these models predict the likelihood of customers moving between CLM stages. For instance, a SL model may assess a physician's propensity to transition from non-prescriber to new prescriber based on various variables, enhancing precision in targeting.

Platform Engineering

Tovana's cloud-based platform rests on three pillars:

1. Data Foundation: Ensures a robust data store, automates data processes, and supports continuous machine learning.
2. AI Engine: Utilizes scalable and modular technologies for AI/ML model execution, employing state-of-the-art cloud capabilities.
3. Workflow Builder: Empowers users to design and deploy data and modeling pipelines, dashboards, reports, and software processes seamlessly, making Tovana's capabilities accessible to business users.

Real-Life Case Study – Oncology Targeting

Tovana's efficacy is demonstrated through a case study with a Top 5 US pharma company in oncology. The platform ingested diverse datasets, including patient data, call activity, and non-personal channels. SL models were trained to predict migration probabilities, leading to optimized target lists. A year post-implementation, a synthetic control study revealed a remarkable 20%-30% uplift in key performance indicators (KPIs), showcasing Tovana's tangible impact on commercial success.

Conclusion

Tovana stands as the pioneering AI/ML platform designed explicitly for pharma commercial optimization. Its flexibility, robustness, and ease of use empower brands to navigate the evolving pharmaceutical landscape effectively. With a focus on precision targeting and dynamic commercial processes, Tovana proves instrumental in driving success for life sciences organizations.