

CASE STUDY

DRIVING ACCESS TO DRUGS WHILE REDUCING OPERATIONAL EXPENSE IN THERAPEUTIC AREAS WITH NO PREPONDERANCE OF COVERAGE



CLIENT PARTNER

PHARMA Co. (DRUGS)

A global pharmaceutical company focused on research-based human health care



CHALLENGE / OBJECTIVE

Drive access to branded obesity drug while reducing brand operational expenses by 30-35% in a therapeutic area where there is no preponderance of coverage



SOLUTION HIGHLIGHTS

- Data-driven insights development from LEVERAGE proprietary solution on actual market potential, coverage variations by geography
- Designed and developed a geo-targeted market segmentation approach analyzing the brand therapeutic area market, expanding patient profiles and potential prescriber base
- Re-structure brands spend by functional area and geography that supports targeted opportunities from segmentation
- Developed insights that expands current state analysis with SES for business application in marketing and sales of the brand
- Built analytical dashboards and reports by market segments to support brand strategic plan and pull through initiatives



RESULTS

95%+ to TRx

Projected Target from Quarterly Financials

35 – 40%

Reduced Operational Expense