

CASE STUDY

ASSESSING THE IMPACT OF TELE-DETAILING ON BRAND SALES OF A SMALL-TO-MEDIUM PHARMA COMPANY

ENABLING INTELLIGENT DECISION MAKING THROUGH PROMOTION RESPONSE ANALYSIS



Various factors can contribute to a surge in brand sales and it can happen in absence of any promotional activity as well. Thus, it is imperative for pharma marketers to understand what part of rise in prescriptions is attributable to the marketing campaign by utilizing test control analysis to determine the deviation in behavior of test HCPs from true control.

INTRODUCTION

According to a survey done by Rakuten Marketing¹, marketers worldwide feel that they waste around a fourth of their marketing budget on wrong channels and strategies. The situation is no different when it comes to pharma marketers. Thus, to make the most out of their limited marketing budget, pharma companies should utilize available data to analyze the ROI, understand the channel performance and basis that make an informed decision regarding future marketing spend allocation.

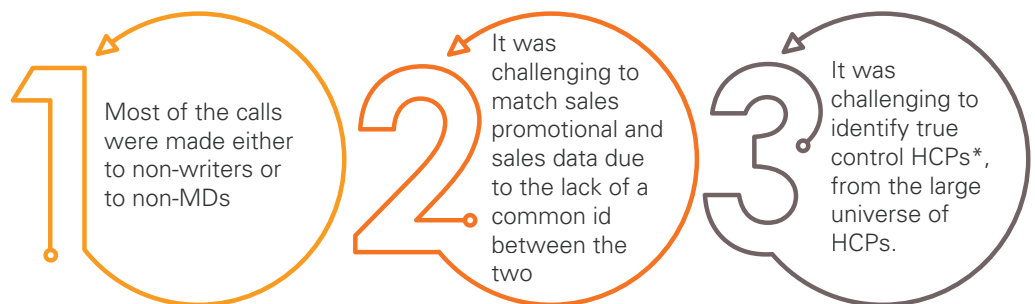
BUSINESS SCENARIO

The client, a small-to-medium sized pharma company, wanted to understand the impact of their tele-detailing efforts on their brand sales. They wanted to assess the sales lift and promotion ROI through this channel across:

- MDs vs non-MDs
- Brand writer vs. non-writer
- Various tele-call frequencies
- HCP Specialties

The client enlisted Axtria's help to perform the analysis and share insights of the impact of their tele-detailing efforts to enable better allocation of funds based on the attributes mentioned above and maximizing the return on investment on this channel.

CHALLENGES



**True control HCPs are HCPs that have not been exposed to tele-detailing promotion and have similar profile and pre-campaign sales behavior as called-on counterparts*

AXTRIA'S APPROACH

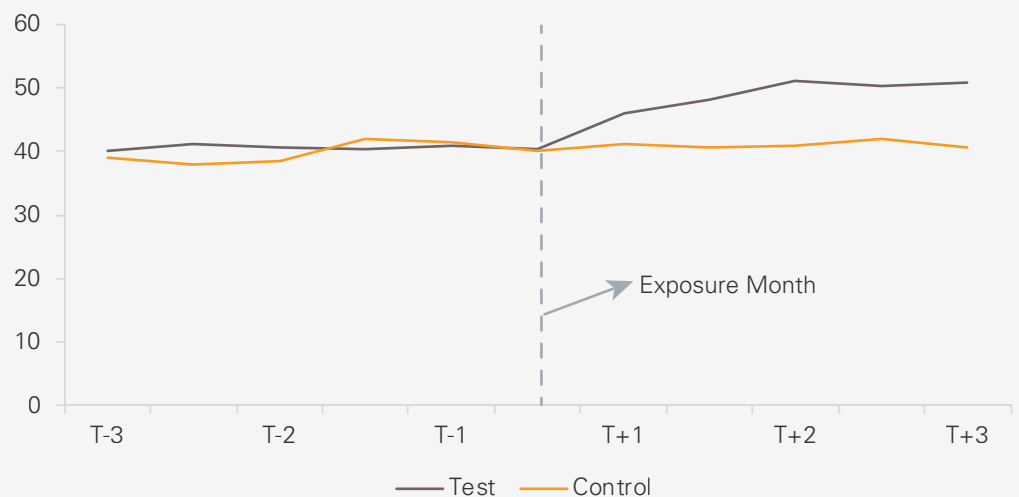
Universe Definition

- Fuzzy matching was performed to determine the linkage between sales and promotional data sets and create a master data set
- HCPs who were either promoted to or had written a prescription for the brand in last 12 months were grouped into the analysis universe
- Analysis universe was segmented on specialty and market volume and outliers were excluded to arrive at the modelling universe. This was to ensure that this universe remained a true representative of complete analysis universe

Identify control matches

- Each test HCP from modeling universe was matched with Control HCPs through exact and approximate matching of data using Euclidean technique
 - Exact matching was done on specialty, segment and geography.
 - Approximate matching was done on sales and promotion attributes
- Closest match with least Euclidean distance was selected as the control for the test target.
- Selected pairs with high Euclidean distance beyond the acceptable threshold were removed from the final matching. Threshold was estimated using sales sensitivity analysis.
- In the event of multiple suitable controls for one test physician, average sales across matches were taken.

Figure 1: Test vs. control TRx pre and post marketing campaign



Sales Impact Estimation

- Lift value was measured using the difference of difference method
- ROI for matched test group calculated by evaluating sales lift against promotion cost for the matched HCP universe
- Segment level lift and ROI value calculated and extrapolated to the complete analysis HCP universe
- Impact was also assessed on MDs vs non-MDs, specialty wise distribution, call frequency distribution and brand writer vs non-writer.
- T-test was done to statistically validate the results.

Figure 2: Percent Incremental Lift By Specialty

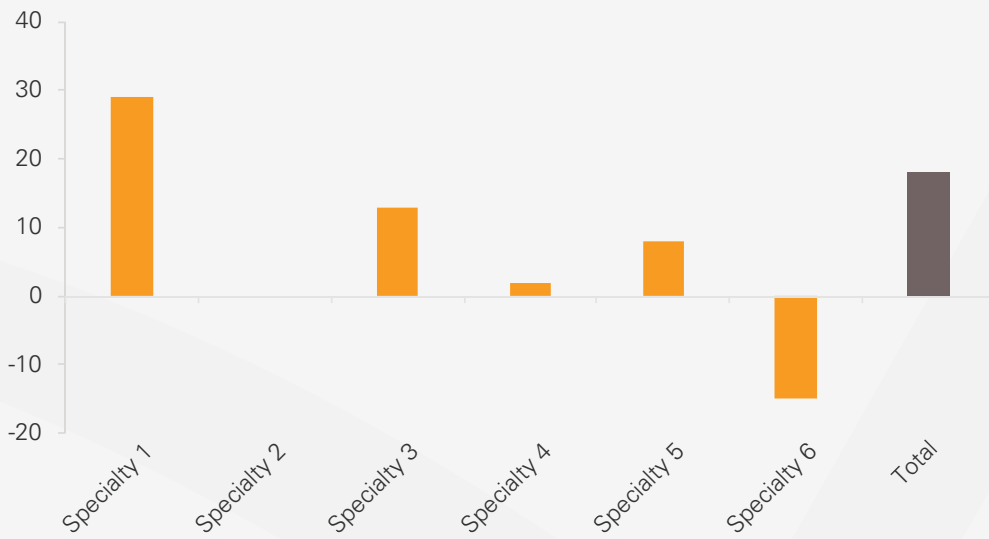
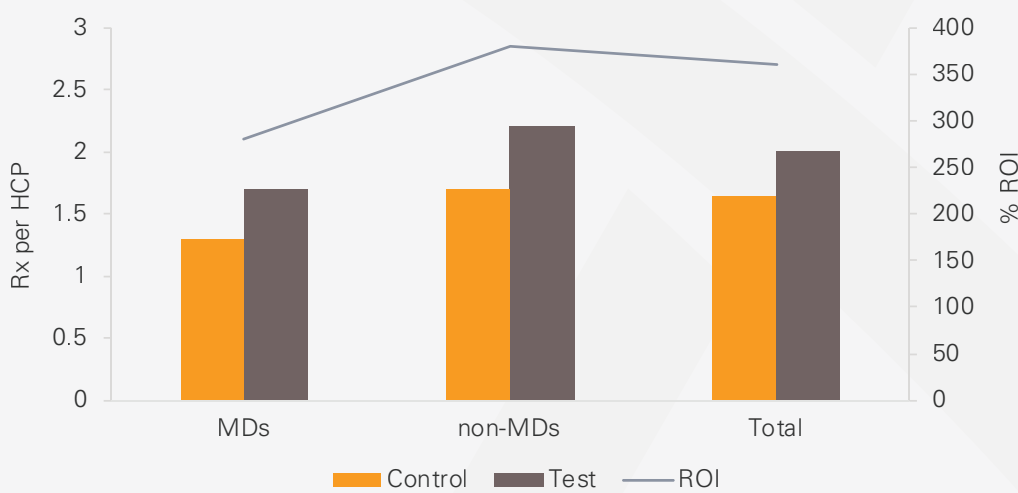


Figure 3: Incremental Rx lift and ROI for MDs vs. non-MDs





KEY TAKEAWAYS AND BENEFITS

The client realized the following benefits based on Axtria's outputs:



Return on Investment assessment of the promotional campaign based on attributes like specialty, call frequency and others. This helped the client uncover insights such as:

- Tele-detailing campaign had an ROI of around 350% for test HCPs and an overall ROI of almost 50% for the entire target universe
- Specialty 1 was the most responsive to tele-detailing evident through the highest observed ROI
- High ROI was observed for non-MDs such as physician assistants and nurse practitioners

Ability to redefine their targeting strategy to include promotion-responsive HCPs - those that are more likely to respond to promotional efforts

Budget optimization and allocation by specialty and type of HCPs as well as call frequency to ensure maximized ROI



CONCLUSION

The increase in sales post a marketing campaign is usually attributed to the said marketing campaign. However, various other factors could have contributed to that surge and thus, some of it would have happened in absence of any promotional effort as well. [Sometimes promotion efforts in one channel could also increase the effectiveness of other channels.](#) Thus, it is imperative for pharma marketers to understand what part of rise in prescriptions is attributable to the marketing campaign and if ROI justifies the cost of promotion.

Test control analysis tackles this conundrum by running the campaign on a random group of targets (Test HCPs). Any deviation in behavior of test HCPs from true control could be attributable to promotional campaign and can determine the actual impact of a marketing campaign. Using this technique pharma marketers can determine the monetary uplift of their promotional efforts to ensure the right HCPs are being targeted. This also helps companies optimize their marketing campaigns to ensure maximum return, improved customer retention, defined targeting strategy and increased engagement.

REFERENCES

1. <https://go.rakutenmarketing.com/hubfs/Demand/What%20Marketers%20Want%202018%20US.pdf?t=1520942229616>

Founded in 2010, Axtria is a global provider of cloud software and data analytics to the Life Sciences industry. We help Life Sciences companies transform the product commercialization journey to drive sales growth and improve healthcare outcomes for patients. We continue to leapfrog competition with platforms that deploy Artificial Intelligence and Machine Learning. Our cloud-based platforms - Axtria DataMax™, Axtria SalesIQ™, Axtria MarketingIQ™, and Axtria InsightsMAX™ - enable customers to efficiently manage data, leverage data science to deliver insights for sales and marketing planning, and manage end-to-end commercial operations. We help customers in the complete journey from Data to Insights to Operations.

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