

CASE STUDY

ENABLING TARGETED ENGAGEMENT WITH HEALTHCARE PROFESSIONALS THROUGH DIGITAL AFFINITY-BASED SEGMENTATION

LEVERAGING ADVANCED ANALYTICS TO SEGMENT HEALTHCARE PROFESSIONALS BASED ON THEIR DIGITAL AFFINITY FOR OPTIMIZED REACH OF DIGITAL PROMOTION



INTRODUCTION

Pharmaceutical companies' traditional healthcare professional (HCP) engagement model, with its dependency on face-to-face meetings and the "one-size-fits-all" approach, is gradually becoming obsolete. Even before the COVID-19 crisis hit, rep access to HCPs had been declining in the past decade. COVID-19 imposed social contact restrictions further reduced this access drastically, accelerating the adoption of digital channels – such as e-detailing, video calls, emails, HCP portals, online events, etc. – by pharmaceutical companies as well as HCPs. Digital channels have dramatically changed the HCP engagement paradigm. They are now being viewed not just as a short-term intervention but as a medium to redefine the customer experience and enhance rep productivity.

Digital channels will continue to play an increasingly important role even as in-person visits resume in the post-COVID world. In this evolving ecosystem, implementing a successful multi-channel engagement strategy to fulfill the HCP's clinical and educational needs requires a sound understanding of HCP segments based on their content and channel preferences. Thus, HCP segmentation is nothing but customer-centricity at its core, enabling pharmaceutical companies to personalize HCP engagement by sharing medical information and insights with HCPs based on their intent using preferred channels to deliver true value.



This case study illustrates how Axtria helped a global biopharmaceutical company redefine its digital promotion strategy by segmenting HCPs based on their digital affinity. HCP variables were identified and correlated with the digital behavior of HCPs to determine drivers of digital affinity. Based on this analysis, Axtria created HCP segments to optimize the digital promotion.



BUSINESS SCENARIO

A global biopharmaceutical company was planning the launch of a drug in its immunology portfolio in the European Economic Area (EEA) in 2020.

With the increasing relevance and adoption of digital channels and a significant surge in remote engagements due to the COVID-19 pandemic, the client wanted to better understand its customer base for the product in terms of its digital behavior. The client would potentially use the analysis to digitally engage with its customers for the drug in a top EU market.

The objectives of the study were:



To understand the key variables predictive of the digital affinity of HCPs



To segment the HCPs based on their digital affinity





AXTRIA'S APPROACH

Axtria utilized the following approach to segment the HCPs:



1. HCP Universe Identification

- Axtria created a universe of HCPs who:
 - were either willing to be engaged digitally or were opposed to various digital channels of promotion.
 - were part of a call plan.
 - received any type of promotion.
 - provided consent for digital promotion (In the EEA, pharmaceutical companies need the consent of HCPs before they promote any drug to them.).

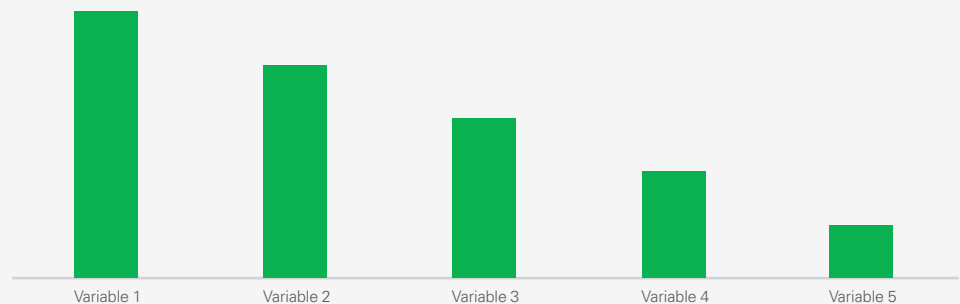
2. Model Constructs

- Based on the historical digital engagement of HCPs, Axtria pre-identified each HCP as having a "positive" or "negative" digital affinity.
- HCP variables were correlated with their digital behavior to understand the potential drivers of digital affinity.

3. Model Development

- Identifying relative importance of variables:
 - Random forest analysis was employed to understand the importance of variables in predicting the digital affinity of HCPs. For example, in the following graph, variable two is almost twice as important as variable four in predicting the digital affinity of HCPs.

Relative Strength of Variables in Predicting the Digital Affinity of HCPs



– Atria evaluated multiple demographic, geographic, and HCP level variables for the analysis:

Response Variable	Predictor Variables
A binary response variable for the digital affinity of HCPs was pre-determined based on: <ul style="list-style-type: none"> • Present-day consent for digital promotion. • The historical response to digital promotion. 	Variables related to HCP characteristics such as specialty and segmentation.
	Variables related to HCP demographics such as age and gender.
	Presence of competition and related metrics.

- Variables identified were further tested in the final model.
- Digital affinity-based segmentation:
 - A decision-tree-based model was employed to create the digital response segments of HCPs.

KEY TAKEAWAYS

- **Identified key variables predictive of the digital affinity of HCPs:** Atria identified the variables that explained differences in the digital behavior of HCPs using a decision-tree-based approach. Values or levels of these variables, either solely or in different combinations, predicted whether an HCP would be digitally active or inactive.
- **Segmented the HCPs based on their digital affinity:** Atria created segments of HCPs with potentially high or low levels of digital affinity to optimize digital promotion.
- **Provided guidance for optimized and targeted digital promotion:** Atria provided recommendations to reallocate the digital promotion efforts to specific HCP groups and deprioritize others based on the digital affinity of the respective segments. For example, in the following table, segment 1 and segment 3 have a low response rate to digital promotion. Therefore, some of the digital promotion efforts from segments 1 and 3 should be reallocated to segments 2, 4, and 5 (since they have a higher response rate to digital promotion).



SEGMENT	HCPs (%)	SHARE OF DIGITAL PROMOTION (%)	ACTUAL RESPONSE RATE	MODEL PREDICTION
Segment 1	30%	20%	30.1%	0
Segment 2	25%	25%	75.2%	1
Segment 3	10%	5%	21.1%	0
Segment 4	30%	40%	71.3%	1
Segment 5	5%	10%	89.2%	1



CONCLUSION

Digital adoption is accelerating among HCPs, and their relationship with pharmaceutical sales reps is evolving to focus on customized interactions, personalized content, and knowledge sharing – all in the pursuit of improved patient outcomes. Hence, leveraging advanced analytics to identify the key variables predictive of an HCP's digital affinity and identifying relevant segments of HCPs for targeted digital promotion is imperative.

Axtria's team of experts can help you reach the *right* customer with the *right* message at the *right* time through the *right* channel to drive brand performance.

To learn more, read Axtria's blog on: [*Need For Effective HCP Outreach That Has Been Further Exacerbated By The COVID-19 Pandemic*](#)

Learn more about Axtria's *Segmentation & Targeting (S&T) Services*

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 InsightsMAx™ and CustomerIQ™ - 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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