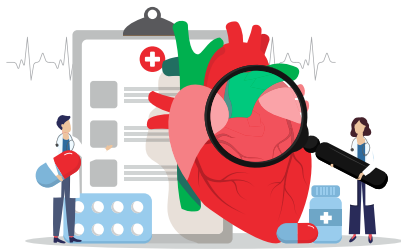# CASE STUDY

INSIGHTS-DRIVEN NEXT BEST ACTIONS (NBAs) TO REDUCE CARDIOLOGY SURGERY TIME

AI/ML-BASED RECOMMENDATIONS FOR MEDICAL DEVICE SALES REPS TO PITCH THE BEST PRODUCT TO ACCOUNT-BASED CUSTOMERS

BUSINESS SCENARIO AND REQUIREMENTS

Medical device companies often face challenges that are unique to their industry. For instance, frequent product innovations can cause healthcare physicians (HCP) to resist changes in treatments, even when the new releases can deliver immense value for the patients. While working with such products, medical device sales and marketing teams struggle to identify the best-suited strategies for different customer behaviors to ensure optimized product adoption and deliver the desired value to the patients. Proactive and intelligent insights can significantly help the sales teams drive efficiency in the overall commercial process for such products. This case study illustrates these benefits with a customer success story.

> A cardiac catheter is a thin, flexible tube which is guided through a blood vessel to the heart to diagnose or treat certain heart conditions, such as clogged arteries or irregular heartbeats[1].

A subsidiary of a leading medical device company that operates in the European cardiovascular market (including Spain, France, the UK, and Germany) was having sales team challenges due to the unique and complicated market. The company's product portfolio included cardiovascular catheters, typically used to unblock and treat clogged arteries in heart patients. Some of the challenges the sales team faced included:

Portfolio complexities
The cardiovascular catheter product line is technologically complex. The product portfolio included many overlaps, making sales interactions technical and detailed.

Frequent product releases
Some catheter models are continuously upgraded, with new versions rolling out every 3-4 months. This fast-paced innovation tests the customers' appetite for different types of catheters.

Geography-based behavioral differences
The sales team observed varying adoption preferences across European markets. For instance, customers in Spain were averse to innovative products and preferred conventional ones with less frequent updates, whereas those in the UK favored innovative products.

![Axtria logo] AXTRIA
INGENIOUS INSIGHTS
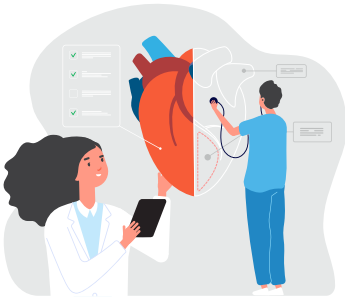
Account-based customers

Medical device sales reps work primarily with account-based customers. Decision-makers in the sale of cardiac catheters can include surgeons, interventional cardiologists, administration offices, and in-house pharmacists for cardiac catheters.

Intra-year detailing-based selling

In this case, the medical device sales reps relied on call-based selling, including customer communications detailing the catheters on an intra-year cadence. The nature of sales made the process lengthy and complicated.

Cultural differences in product adoption

Sales teams often rely on years of experience and gut feelings to guide their sales efforts rather than adopt new technologies like AI/ML-based insights.

Due to product complexities and market variations, the advanced analytics wing (commercial effectiveness, IT, and data strategy teams) wanted to optimize sales across the European market. In particular, the business requirements included:

Customer segmentation and clustering to group accounts by revenue potential, willingness to adopt products, and call activity levels.

Recommendations on pitching the best-suited product for each account to maximize sales for a given period.

Defining the **rationale behind each recommendation** and the derived value potential.

Additional information to help detail the communication strategy for each product-account recommendation.

To meet the medical device company's business requirements, Axtria deployed an insights-driven NBA engine. This solution was designed to meet the business requirements of the medical device organization and provide timely recommendations for customer segmentation and detailing activities.

AXTRIA'S APPROACH TOWARDS AN INSIGHTS-DRIVEN NBA ENGINE

DATA EXPLORATION & PREPARATION	CUSTOMER SEGMENTATION	NBA MODEL DEVELOPMENT	OUTPUT & RECOMMENDATIONS
Consolidate and analyze the available data, including sales, past behavior, account alignment, contracting, and demographic data.	Segment account-based customers into high and low potential clusters based on revenue and activity across accounts.	Leveraging Axtria's AI engine and ML techniques to create an NBA model for the sales rep activity.	Test and validate model recommendations for the best product fit for each account and the rationale behind each recommendation.

SOLUTION FEATURES

The proposed NBA model considered all business requirements and exceeded initial expectations. The AI/ML-driven models were customized for each geographical market and deployed on the company's in-house data and analytics infrastructure. Some of the NBA insights and recommendations included:

- The **best-suited product for each account type** validated on a procedure time reduction with the right product selection to improve efficiency and profit maximization.

- The **reasons for each recommendation** backed by real-life patient impact, sales potential, and innovation adoption. For example, using product A vs. product B can reduce a catheterization product duration by X%.

- **Country-specific analysis** of catheter selection for customer buying behavior, product perception, and cultural adoption.

- **Call detail design and outreach frequency** based on customer behaviors and patient demographic patterns.

POTENTIAL BUSINESS BENEFITS

Increase daily surgeries

Sales reps can recommend the most appropriate catheter, from various conventional and innovative types to each account. Customized product recommendations for each account meet the needs of busy HCPs and make it possible to do more surgeries daily.

Maximize revenue

Leveraging customer segmentation allows medical device sales reps to customize recommendations, maximizing sales opportunities and optimizing the sales process more accurately.

Encourage a repurchase

Sales reps can watch product repurchase and upselling opportunities by continuously understanding customer preferences and patient demographics.

Click here to read more about the top three medical device sales operations opportunities.

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 Axtria 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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