Case Study
TikaPharma
Customized best-in-class BI capabilities

THE CHALLENGE

A pharmaceutical company headquartered in the northeast has had a successful track record of producing an oral oncology pipeline consisting of both novel antimetabolic agents and selectively targeted agents. They had a CRM to capture physician and account data, but it was not sufficient to provide data insights to support decision making. They relied on a manual and time-consuming process of exporting data to Excel for analytics and management reporting. Their challenge was to find a business intelligence platform that could support their most important needs.

- Seamless integration with their existing CRM and any other external data sources including competitors and patient data

- Customizable dashboards of metrics and KPIs with richer and accurate reporting to support data-driven business decisions

- Real-time actionable insights to inform commercial strategy, such as national/area/region/territory ranks

- Data visualization capabilities that are easy to interpret for the field, such as HCP/HCO geo maps

- Sales intelligence, such as top HCP/HCO and performance management

- Scalable to integrate and report on additional products with quick turnaround

THE SOLUTION

The chosen solution was TikaPharma Business Intelligence for Oncology with customized dashboards and reporting. The implementation took less than 16 weeks from start to finish which was in-line with their commercial launch plans, and the client positively acknowledged going live in such a short time considering the project was large scale. A dedicated Engagement Manager led the implementation project and ensured all customized requests were adequately captured and delivered to meet client expectations on time.

The solution not only replaced Excel, but it also delivered additional functionality to support the successful execution of their commercial strategy through the key insights as listed below:

- Key insights into national/area/region/territory ranks

- Summary and breakdown of calls with physicians by various call types

- Percentage of sales, reach, and sales to goal

- Peer comparison to track performance of region against other regions, and territories within a region

- Top 20 accounts with ability to breakdown by prescribers and analysis of previous and current 13 months sales

- Weekly and monthly sales trend by product and relevant metrics

- Segment analysis with a breakdown of sales based on tier, segment and competitive prescriber

- Geo location of physicians and accounts by Rep territory distributed over sales and calls

- Out-of-the box reports for Account and HCP monthly sales by territories/products/key metrics with the ability to export in Excel

THE RESULTS

Following implementation of TikaPharma Business Intelligence, the commercial team had a centralized system for monitoring sales effectiveness. Sales Reps now have access to real-time data on their territory performance including sales, percent to goal, number of prescribers, number of calls and reach. This allows Reps to not only keep track of their performance but also identify opportunities for improvement. Overall, the Tika BI platform has proven to be extremely intuitive and easy to use to the end users who had previously relied on manual spreadsheets and limited reporting capabilities from their CRM. Below are a few examples of how the Tika BI platform has positively impacted the client's commercial operations:

- Automation of management reports led to significant time savings, greater than 70%, for the field and management where data analytics was available at their fingertips in less than 2 clicks. The cost-effective solution provided reporting efficiencies with high ROI and helped incorporate strategic objectives set by the client

- Real-time access to sales dashboards facilitated the Reps to connect with their targets frequently and boosted their sales to an average of 10% growth annually

The commercial team has been extremely satisfied with the Tika BI application where they now have 24/7 access to dashboards and up-to-date performance data. Therefore, when the client decided to launch a new product in the US market, they reached out to TikaMobile in advance to enhance the application's reporting capabilities and dashboards to accommodate this new drug. The new requirements were implemented in less than 4 weeks, which is a testament of Tika's highly configurable and scalable platform, and its ability to evolve at the same pace of business growth.