



# Vantage™ Apps Enable Market Pull-Through

## BUSINESS CHALLENGE

Our client’s Sales and Analytics team needed to equip two US sales teams with rapid insights related to payers and prescribers in order to provide a detailed understanding of health care practitioner (HCP) objections and support pre-call planning. The ideal tool would not only aid the business development managers (BDMs) with pull-through activities, it would also help support field execution of corporate launch strategies. The identified solution needed to be deployed rapidly, take advantage of existing data assets, and drive broad adoption in a very short timeframe. The client’s analytics team didn’t need another reporting tool: they needed an intuitive software application powered by highly sophisticated data that could act as an extension of their business.

## SOLUTION

The client’s analytics team turned to Symphony Health Solutions for insights and support using the newly launched Managed Markets Vantage™ Payer Landscape cloud-based application. This application continuously provides payer and plan insights within the highly specialized HIV market, driving new and unique insights. The Symphony implementation team worked closely with Sales and Analytics leadership to ensure that deployment of the app would directly focus BDMs on pull-through activities. Use of Vantage™ Payer Landscape has exceeded expectations, by helping to identify and overcome HCP objections through data-driven pre-call planning. Based on the success of this implementation supporting the HIV teams, the client company is planning to expand use of Payer Landscape across multiple markets. In addition, Vantage™ insights will power future training activities and will be incorporated into dashboards for sales leadership.

## CUSTOMER BENEFITS

- Managed Markets Vantage™ apps provide new payer and plan insights for the client’s specialty market
- Sales teams are prepared for any possible HCP objection and have the ability to provide prescribers with additional plan information
- Training department will integrate insights and analytics from Vantage™ Payer Landscape as part of future BDM training

CLIENT
Large Pharmaceutical Company
NEED
Physician Targeting and Payer Messaging
SOLUTION
Managed Markets Vantage™ Payer Landscape

Our field teams have found the insights provided by Symphony’s Vantage Applications to be extremely resourceful in physician targeting and payer messaging. It is very exciting to hear all of the follow-up questions which means our BDMs are using home office material to their advantage.

- Manager, Payer/Provider Analytics