



Sales Vantage™: Driving sales results with improved targeting and messaging

BUSINESS CHALLENGE

Our client was preparing to launch a newly approved indication for a pediatric-specific formulation of a popular cardiology medication. This new opportunity was highly dependent on the company’s ability to focus promotion within their niche market. However, targeting the right physicians posed a challenge as this small company lacked the IT infrastructure and resources to intake and analyze the massive data sets necessary. Insights were needed and building the solution internally was not a viable option.

SOLUTION

The client turned to Symphony Health Solutions to support their need for data-driven insights and allow them to focus more on their core business. Through an in-depth needs analysis, Access Investigator™ and Sales Vantage™ Practitioner Profile were selected as the appropriate solutions. Driven by Symphony’s exclusive IDV® (Integrated Dataverse), Access Investigator™ provides unprecedented access to detailed claims data, enabling executives to make strong evidence-based decisions in contracting discussions with payers. Sales Vantage™ Practitioner Profile provides field-based sales teams with rapid insights into the practitioners that matter most. This allows the reps to focus on the quality of the calls and practitioner-specific messaging that drives results. Knowing exactly who to call and how to address each practitioner individually is invaluable.

CUSTOMER BENEFITS

- Ability to drill down from over 1 million prescribers and 380 million claims to instantly focus sales and contract management on key opportunities
- Armed the sales force with rapid practitioner insights to support impactful messaging and keep activity levels high
- Provided leadership with national level visibility of trends affecting Payers,

CLIENT
Small Pharmaceutical Company
NEED
Managed Markets & Sales Insights
SOLUTION
Sales Vantage™ Practitioner Profile Access Investigator

“I was previously with a very large Tier 1 Pharma company. If I only had a tool like this at my disposal, it would have really helped me better manage and message physicians within my territory. This Vantage Application has given me a tremendous amount of focus and clarity.”

- Sales Representative