



SAS® for Physician Targeting

Turn data into actionable intelligence to drive top-line growth and maximum ROI

Overview

The pharmaceutical industry has enjoyed several decades of unchallenged double-digit growth, but now that some legendary blockbuster drugs are coming off patent, multibillion-dollar revenues will be lost almost overnight. With a consensus that the blockbuster era has ended, companies will face much greater revenue pressures along with more specialized product portfolios that will require changes to the industry's sales force structure.

In addition to cost pressures, the industry faces increased scrutiny and regulation related to the use of sensitive physician prescribing information, as states seek to reduce the influence that pharmaceutical companies have over physician prescribing patterns and to protect physician privacy. Several states have already enacted measures to prevent companies from finding out exactly which physicians have prescribed their drugs, and at least 20 states are exploring measures to restrict how much money companies can spend marketing to prescribers.

These issues, along with declining sales-force productivity, are causing the industry to re-examine the way it targets physicians for promotion. After enjoying relatively few challenges to its sales strategy – largely based on unlimited access to prescribers – the industry is now seeking ways to reduce costs, increase precision and attain greater insight into physician targeting.



Challenges

- Assumptions that future prescribing potential in a therapeutic area is based on past prescribing trends.
- Inability to determine if top prescribers, who have been saturated with promotional and marketing activities, are really the most profitable targets.
- Uncertainty over whether an acquired target list contains the highest potential targets.
- Difficulty gaining a competitive advantage due to every competitor in a therapeutic area targeting the same physicians.

Ensuring that every sales call counts is essential, and SAS® for Physician Targeting can help.

SAS for Physician Targeting lets you implement an iterative, continuous learning model in-house that will bring you greater insight into which physicians are most valuable for your sales strategy.



Synthesizing your sales data into actionable intelligence

The SAS® solution

SAS for Physician Targeting is a next-generation game-changer for the industry. Built on the proven SAS platform for business analytics, the solution features a comprehensive suite of analytical capabilities.

- **Data aggregation and integration.** SAS can aggregate information from virtually any source – e.g., prescription, CRM, current targeting data, longitudinal patient data, physician profile data, managed care data, etc.
- **Predictive modeling.** SAS Enterprise Miner™ lets you apply the power of data mining – an iterative process of selecting, exploring, modifying and modeling typically large amounts of data to uncover intelligence to support decision making – to targeting, enabling you to go beyond deciling and target based on profitability, loyalty and future probability to prescribe.
- **Visual business intelligence.** SAS uses sophisticated data visualization to enable business analysts to explore and understand targeting like never before.

Why SAS®?

SAS approaches the challenge of bringing a next-generation targeting capability in-house by delivering software and services to help you synthesize all your sales, CRM and other customer data into actionable intelligence.

Gain full access to your data

Overcome the challenges associated with integrating prescription, CRM, physician, patient or managed care data – plus any other data source that could provide insight into a future targeting strategy.

Conduct detailed targeting

Using a broad range of predictive modeling techniques, the SAS solution creates a multitiered targeting intelligence framework that enables you to:

- Identify the “diamonds in the rough” by understanding the rules and characteristics surrounding why physicians have prescribed in the past, and apply those rules to predict who will be the prescribers of the future.
- Target physicians based on who will be the most profitable and have the highest lifetime value per sales call.
- Identify which physicians are most likely to remain loyal to your brand.
- Determine the effectiveness of your current targeting strategy, and validate, monitor and measure your targets’ responses to promotions on a continuous basis.

Visualize results across the organization

Deliver intelligence at the point of execution, enabling those who need it to access information where and when they need it in their preferred format.

Benefits

Better evaluate physicians, implement the most effective targeting strategy

Chasing high-volume past prescribers of a therapeutic area has proven to be a less-than-effective strategy. More and more, companies are turning toward predictive modeling as a differentiator. Case studies show that this approach produces a greater prescribing potential compared with targeting top-decile prescribers alone, and that high-value targets can be gleaned from non-target populations.

Deliver increased profitability from each sales call

SAS for Physician Targeting is based on a multilevel intelligence layer that predicts a physician’s likelihood to prescribe, profitability, lifetime value and loyalty to your brands. You can test, learn and remodel to ensure that your target list remains optimized.

Gain intelligence at all levels of granularity

As more and more states enact laws preventing sales representatives from knowing exact physician prescribing patterns, the need for enhanced targeting tools increases. Pending laws in sev-

eral states stipulate that field sales representatives cannot obtain prescription data that directly identifies a physician. The SAS solution can mine de-identified prescriber/zip code level data augmented with other data points, such as call/detail/sample, in order to pinpoint which physicians are responsible for the prescribing activity and segment accordingly.

Develop a sustained competitive advantage

Current approaches to physician targeting saturate target physicians with calls from your competitors. Bringing physician targeting in-house with predictive modeling will ensure that your modeled target list remains your intellectual property – and a competitive differentiator.

Achieve significant cost savings and rapid turnaround time

Creating an in-house model will ultimately reduce reliance on consultancy engagements, enabling significant savings and quick turnaround time – allowing you to implement your response plans ahead of your competitors.

Need training or services?

Implementing a new solution can be a major undertaking that affects people, processes and technology in your organization. That's why SAS has built a global network of localized centers of excellence to help organizations achieve the best results from SAS.

Our consultants can provide installation, preparation and loading of your data, and solution customization as needed. We also offer a rich variety of resources to help build your SAS skills and explore and apply the full power of SAS software – from training to documentation to technical support and beyond.

Need an 'OnDemand' solution?

SAS realizes that not all organizations will invest to develop in-house capabilities for advanced targeting. For a growing number of organizations, the answer is to let SAS subject-matter experts provide the service – and that's why we created an "OnDemand" offering of SAS for Physician Targeting, giving you a business intelligence solution that is:

- Based on the industry's leading business intelligence analytics.
- Created by the experts who know these tools best.
- Deployed on a shareable and scalable infrastructure tuned specifically for the solution.

SAS OnDemand for Physician Targeting offers repeatability, low risk, and fast "time to solution" with minimal investment – plus a comprehensive solution development and deployment program. Add to that written guarantees of solution and system availability, and the "OnDemand" offering of SAS for Physician Targeting is clearly a very intelligent way to meet your organization's physician targeting needs.

'Insourcing' Analytics – a growing trend

A current industry trend involves developing in-house capabilities for many of the sales and marketing functions that were previously performed by outside organizations.

For years, pharmaceutical companies have paid premium fees to outside consultancies to crunch prescription, CRM, sales, doctor profile and patient data in order to develop physician target lists.

Now those companies are discovering in growing numbers that the targeting process can be performed in-house. SAS for Physician Targeting helps companies:

- Dramatically reduce costs.
- Reduce turnaround time.
- Develop a competitive advantage.
- Increase the knowledge and ownership of one of the most important assets that any company has – its sales targeting strategy.

About SAS

SAS is the leader in business analytics software and services, and the largest independent vendor in the business analytics market. With innovative business applications supported by a business analytics platform, SAS helps 44,000 organizations improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®.



THE
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