



How can we gain superior sales and marketing insights?

■ Business Impact

"We find the real value of analytics in those little decisions we have to make every single day. We have to be more targeted about how we do things."

Senior Director of Sales Analytics
for a Top-10 pharmaceutical company

■ Challenges

- **Inaccurate information.** While huge volumes of information are available for analysis, there is limited ability to integrate, reconcile and exploit all purchased and operational data sources to provide a single, accurate view of each physician or marketing campaign.
- **Focus on reporting the past rather than predicting the future.** Current, so-called analytic solutions focus on reports and simple analytics that attempt to tell what *was* and what *is*, but not an accurate view of what *will be*, *why* and *what to do about it*.
- **Resistance to change.** Some sales and marketing professionals cling to "gut feel" decision-making strategies rather than using fact-based decision making to help drive optimal actions when and where they would be most effective.

YOUR GOAL: Drive profitable revenue growth

While every executive, regardless of industry, is pressured to produce maximum value from business initiatives, sales and marketing professionals in the life sciences industry feel the strain more than most. Patent expirations, pricing pressures, new product pipeline challenges and increasing competition all test traditional approaches to commercial operations. Few industries invest more to bring a product to market – some 15 to 20 percent of revenues for a typical, large life sciences company – and thousands of new product pipeline treatments never gain regulatory approval after incurring R&D expense. In addition, the health care industry is under growing pressure to improve public health at a lower cost. This puts significant pricing pressure on many treatments and affects the profit margins of research-based life sciences companies.

Headlines repeatedly announce salesforce downsizing, realignments and a constant barrage of new regulations limiting sales and marketing practices. The industry's commercial business model is in the midst of the most dramatic transition in its history. The "spend for growth" commercial model – a huge salesforce supplemented with extensive mass marketing – is evolving into a business model with a clear focus on measurable ROI for all sales and marketing spending. This requires greater insight in order to understand, predict and optimize sales and marketing spending.

OUR APPROACH

Pharmaceutical sales and marketing strategies often fall short of their full potential because they rely on instinct or intuition rather than fact-based decision making. SAS approaches the problem by providing software and services to help you:

- **Aggregate the best internal and purchased information into an analysis-ready format** by accessing, transforming and cleansing large volumes of sales and marketing data from virtually any source – prescriptions, CRM, current targeting data, longitudinal patient data, physician profile data, managed care data, etc. – and analyzing it to identify trends and aid key business decisions.
- **Deliver rapid sales and marketing insights, and predict what's likely to happen in the future** using the industry's widest portfolio of reporting and advanced analytics capabilities to forecast market demand, model incentive compensation programs, conduct effective market research, improve sampling, optimize salesforce design and sizing, evaluate the promotional mix, generate more effective physician target lists or understand social media sentiment for your brands.
- **Identify and respond to market shifts quickly** by implementing an iterative, continuous learning model that will enable quick identification of market changes as they occur so that you can respond quickly before significant market share is lost.

SAS provides proven data management and business analytics to power sales and marketing insights – enabling you to evolve your commercial business model and deliver information to drive fact-based sales and marketing investment decisions.



THE SAS® DIFFERENCE: Unique customer insights for executing more efficient marketing, sales and service strategies

Only SAS enables you to take control of your commercial analytics and reporting strategy – using your own proprietary intelligence – without relying on outside consultants. With SAS, you get:

- **A single data management environment.** Gain full access to trusted data, regardless of platform or location, so you can 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 commercial strategy.
- **Advanced, predictive modeling.** Build predictive models to identify the right targets and predict the best marketing tactics or resources to use.
- **Comprehensive business intelligence.** Visualize results across the organization, and deliver intelligence at the point of execution, enabling those who need it to access information in their preferred format.
- **High-performance analytics.** Process all available structured and unstructured data – not just a subset – and receive answers in minutes rather than hours or days to foster fact-based decision making in sales and marketing environments.
- **Industry experience and domain expertise.** SAS has invested heavily in domain experts who understand commercial operations in life sciences. For more than 36 years, life sciences companies have used SAS to glean greater insight from information.

With SAS, you can integrate sales and marketing information for analysis, using the best analytic technologies to create insights that power more effective sales and marketing decisions.

CASE STUDY: A leading pharmaceutical company

Situation

The company launched a new treatment into a market with significant unmet medical needs. Based on preliminary launch assumptions, the company targeted both primary care physicians and specialists for sales calls, based on deciles of prescribing behavior for what were assumed to be related drugs, plus thousands of specialists who did not prescribe any related therapies. After the launch, the company discovered that more than half of the physicians writing prescriptions for the new product were not on its target list.

Solution

SAS data mining technology enabled the company to generate target lists that more accurately identified physicians likely to respond to promotions.

Results

The company experienced a 43 percent lift in physicians writing prescriptions, which increased revenue during the critical product launch period.

What if you could ...

Aggregate large volumes of sales and marketing data from multiple sources

What if your organization had a sales and marketing information framework that delivers the right information for analysis and reporting?

Deliver rapid sales and marketing insights

What if you could predict the effect of tactics such as vouchers, samples or speakers programs on market share or sales volume?

Identify and respond to market shifts quickly

What if you could build response plans before your competitors gain significant market share?

You can. SAS gives you The Power to Know®.

SAS FACTS

- SAS is the de facto industry standard for clinical data analysis and reporting in the life sciences industry.
- For more than 36 years, life sciences companies have used SAS to derive greater insight from information, including 100 percent of the life sciences companies on the Fortune Global 500®.
- SAS has been a CDISC member and a leader in the definition and implementation of CDISC standards since 2000.

Learn more about SAS software and services for life sciences:
sas.com/industry/life-sciences