

# Data-Driven Digital Transformation in Pharmaceutical Sales and Marketing

In 2017, Bain & Company predicted that the most competitive pharma companies in the coming decade will be masters of data and digital technologies.

Pharmaceutical companies continue to face disruption in their market and traditional business processes. Current trends in healthcare imply major changes in sales and marketing business models. Global **increases in regulation** and oversight of relationships with healthcare providers, the shift to **value-based pricing**, and a move to **beyond the pill** services all have significant impact on business models.

Analysts and industry leaders all understand that success in this changing world is closely linked to the availability of trusted data. Accenture sees “seismic shifts of healthcare disruption. Digital is the driver, and data is in the driving seat.” Maryann Kuzel, EVP Health Strategy & Analytics, Publicis Health, has observed, “Becoming truly data-driven remains a pressing issue for most pharmaceutical executives. There is a race to win—and for a good reason.” The reason she refers to is hinted at by Bain & Company. In 2017, Bain & Company predicted that the most competitive pharma companies in the coming decade will be masters of data and digital technologies.

Many pharmaceutical companies turn to Informatica to deliver trusted data to a wide variety of employees who make frequent decisions. The 20 largest pharmaceutical companies all use Informatica to support business processes with trusted data. As the world’s leader in **Enterprise Cloud Data Management**, we provide you with the ability to become more agile, realize new growth opportunities, and rapidly adopt the benefits of digital transformation into your organization.

## Commercial Operations

A one-size-fits-all approach to sales is no longer appropriate, nor is marketing based on large segments. A 360-degree view of healthcare providers and healthcare organizations has been proven to deliver value in the pharmaceutical sector. Originally adopted to comply to the Sunshine Act in the US, pharmaceutical companies report a variety of benefits from Informatica’s Master Data Management solutions:

- Increased sales and marketing employee productivity
- Improved insight into, and performance of, sales teams and territories, in some cases leading to sales uplift of five to seven percent of revenue
- Enhanced customer segmentation, resulting in reduced communication costs of up to 30 percent, and increased marketing ROI
- Better customer service

“The biggest shift is definitely toward outcomes and value, where individual and collective patients’ health goals are met. ”

—Tom Schwenger, Accenture

Of course, trusted data by itself does not deliver value; it must be integrated and distributed throughout the organization. Informatica PowerCenter® has enabled GSK to save approximately €1.5million annually in the costs to deliver quick, simple access to a precise analysis of all available current market figures to their German field staff.

Pricing pressure on pharmaceutical companies continues to mount as the steep cost of healthcare changes the way institutional buyers negotiate large contracts. In 2017, an Avalere Health survey showed that one in four health plans now have “at least one outcomes-based contract” with a drug maker. Others are expected to follow, as data and the technology to analyze patient outcomes become more commonplace. Pharmaceutical companies must enter these negotiations with strong evidence of performance to ensure the best commercial arrangement. Informatica already helps many healthcare organizations, such as UPMC, to analyze patient records that span the continuum of care. This allows them to provide insight into the effectiveness of treatments and the cost of variations in care. Informatica’s Intelligent Big Data solutions can greatly increase the efficiency of capturing and analyzing data on patient outcomes for pharmaceutical companies.

### Building Strong Relationships

The pharmaceutical industry has suffered from a serious reputation problem. Far from being embraced for delivering life-saving medicines, the industry is treated with suspicion, damaging individual companies’ ability to maintain a trusted advisor role with the public, doctors, and patients alike.

Many pharmaceutical companies now have an opportunity to directly address their poor reputation as they get closer to patients through initiatives that take them beyond the pill. Medical Affairs departments will have increased significance in the effort to demonstrate the value of both medicines and treatments. These departments will seek to demonstrate value using real-world evidence and uncover real influencers in the medical and patient communities.

Like sales and marketing operations, Medical Affairs departments can benefit from building a single view of patients and leveraging or extending the 360-degree view of HCPs their company has already built. A Massachusetts-based pharmaceutical company relies on Informatica to enable a new business model in sales and marketing. By visualizing the relationships among prescribers, research organizations, teaching institutions, and internal staff, they can now effectively identify, track, and manage key opinion leaders, who in turn influence other customers.

Informatica removes the complexity of data lake management, allowing pharmaceutical companies to discover data relationships that matter, without a large burden on the IT department. This is achieved through data integration, data quality, and data cataloging solutions driven by the CLAIRE™ engine, Informatica’s metadata-driven artificial intelligence technology, so you can discover data relationships that matter. Through relationship discovery, pharmaceutical companies will be able to identify key opinion leaders and build meaningful relationships with both patients and physicians.

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Summary

Both patients' and physicians' expectations and behaviors will change as technology advances increase expectations on the availability of data, and data distribution continues to move from mainstream media to social media. Patients' choices are increasingly influenced by online information and forums in addition to their physicians. Coupled with increased regulation over sales and marketing spend, key opinion leaders in the online healthcare community are having a larger influence in the healthcare community than pharmaceutical employees.

The ability to deliver trusted data throughout the organization rapidly is now closely linked with corporate performance. Publicis Health has found that the further a business is along the data maturity curve, the higher it fares on metrics such as market capitalization and shareholder returns. Informatica's 100 percent focus on everything data means we have built the data management solutions you need to speed your journey on the data maturity curve. Our pharmaceutical customers can rapidly deliver insights and value from trusted data, regardless of where it originates, or where it resides.

Visit [Informatica.com](http://Informatica.com) or contact your local sales representative to find out more about how our data management capabilities can save you time and money in your next transformational project.



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

IN08\_1018\_03554

© Copyright Informatica LLC 2018. Informatica, the Informatica logo, PowerCenter, and CLAIRE are trademarks or registered trademarks of Informatica LLC in the United States and other countries. A current list of Informatica trademarks is available on the web at <https://www.informatica.com/trademarks.html>. Other company and product names may be trade names or trademarks of their respective owners. The information in this documentation is subject to change without notice and provided "AS IS" without warranty of any kind, express or implied.