ADVANCE® AI
Continuous Visibility

Continuous Insight for a Competitive Advantage in Pharma Sales

How ADVANCE® AI Quantifies and Benchmarks Field HCP Engagement in Real-Time

The Challenge

In the fiercely competitive pharmaceutical industry, one specialty sales team wanted to better understand how well their sales and marketing strategies were engaging different healthcare professional (HCPs) segments in the field.

Instead of relying on annual snapshots, they wanted real-time performance data to make faster, more informed strategy adjustments to stay ahead of the competition.

To achieve this, they focused on several specific goals:

- Identify the most successful elements of each marketing strategy by HCP segment.

- Determine the skills needed to drive behavior change and identify opportunities to enhance performance for different call types and customers.

- Transition from annual aggregated data snapshots to continuous, real-time data for quicker and more informed decision-making.

- Ensure the availability of daily trends at national, subnational, and individual levels.

Being new to AI, they needed a partner with significant industry experience to help them understand its potential and how to leverage it to stay competitive in the industry.

Our Solution

ADVANCE® AI is a proven artificial intelligence-driven analytics platform created by pharmaceutical leaders, for the pharmaceutical industry. It provides real-time, continuous insights from analyzed conversations between field-based sales and medical teams with healthcare professionals (HCPs) to measure the quality of these interactions.

Having access to this data source empowers pharma leaders to quantify the quality of their field team's engagement with HCPs. This enables leaders to refine sales and marketing strategies based on what factors are driving customer behavior in each region at any given time to remain competitive. Each rep can also access their own data for self-analysis and enable their managers to provide more effective coaching.

How it Works

When a pharma representative meets with an HCP, ADVANCE® AI analyzes the face-to-face or virtual interaction. In this case study, 87% of HCPs agreed to have their conversation analyzed for quality and training purposes. This high level of acceptance is typical, demonstrating HCPs' motivation to foster more productive conversations with pharma representatives.

Once the meeting is complete, the data is instantly converted, analyzed, and securely deleted within microseconds. This allows pharma leaders to review these insights on the same day. Having immediate access provides continuous visibility into the field team's selling skills, impact of marketing messages, and ability to influence HCP behavior.

By quantifying this field activity over time, pharma leaders can make better and more timely decisions based on industry benchmarked, aggregated data. This enables them to offer more targeted support, training, and coaching to help all functions continuously improve their performance and achieve better sales and marketing outcomes.

Baseline Results

Within the first four weeks of using ADVANCE® AI to analyze HCP field engagements, the team established a baseline for their current marketing and sales performance against industry benchmarks. The analysis revealed four core opportunities to work on:

- Identify effective message combinations to influence HCP behavior.

- Adapt call openings by HCP segment to optimize interaction, which varied in impact across short and long calls.

- Reinforce the communication of risks to patient populations and their unmet needs.

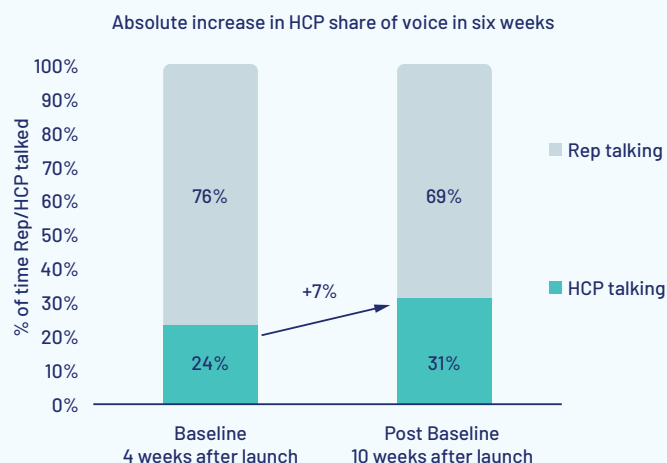- Enhance emotional storytelling with patient experiences.

Testing different marketing messages in real-time showed that a specific combination of two messages worked best in yielding positive outcomes. Within Segment A of the company's targeted HCPs, it was clear that using core message 1 on patient type 2 had the greatest impact on engagement and conversion rates. This early insight provided opportunities to refine and execute their strategy more effectively in the following weeks.
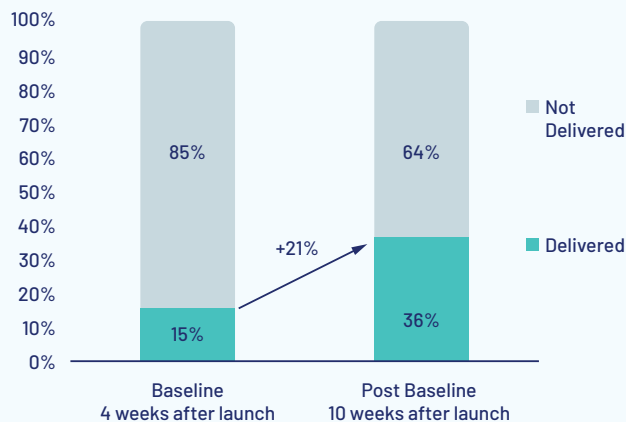
Six Weeks After Baseline Results

During the next six weeks, the team implemented targeted action plans based on these insights. They conducted focused training sessions to enhance the reps' skills in opening calls with impact and emotional storytelling, coaching them to consistently use the identified effective message combination during their engagements. Regular follow-ups and continuous monitoring ensured that these strategies were effectively integrated, leading to measurable improvements such as:

Everyday visibility facilitates speed of improvement to stay competitive

Absolute increase in HCP share of voice in six weeks

% of time Rep/HCP talked

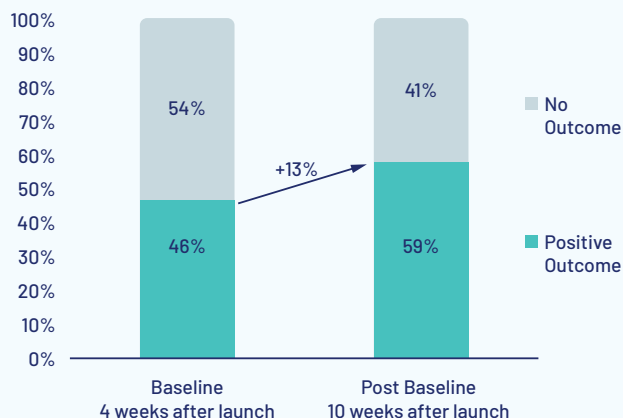|	Baseline 4 weeks after launch	Post Baseline 10 weeks after launch
Rep talking	76%	69%
HCP talking	24%	31%

+7%

Everyday visibility faciliates speed to take action on what matters most to your HCPs

Absolute increase in unmet need message delivery in six weeks

Baseline: 4 weeks after launch — Not Delivered 85%, Delivered 15%
Post Baseline: 10 weeks after launch — Not Delivered 64%, Delivered 36%
+21%

- Not Delivered
- Delivered

Everyday visibility faciliates speed to drive HCP behavior change

Positive outcome when unmet need message and patient type 2 mentioned

Baseline: 4 weeks after launch — No Outcome 54%, Positive Outcome 46%
Post Baseline: 10 weeks after launch — No Outcome 41%, Positive Outcome 59%
+13%

- No Outcome
- Positive Outcome

These insights not only influenced how the team approached HCP conversations, but also prompted marketing to update their strategy and materials. The omnichannel team then implemented these messages across all marketing channels, helping to engage target audiences in the digital space just as effectively as reps engaged HCPs in person.

Today, ADVANCE®AI has become business as usual.

What Our Clients Say

"We want to be the best in the industry. ADVANCE® AI helps by giving us real-time insight into campaign and skill implementation so we can optimize customer behavior change and challenge ourselves against industry benchmarks. We will not be waiting until 2025 to realize the results of our action planning. My team works in real-time now."

- Franchise Head

"When my team press that button, they want to do better."

-Sales Manager

"I never thought I would say this, but I have learned from using the system. I noticed none of my closings have achieved an 'accomplished' rating. When you relate it to our selling model, which I have been doing with my manager, I am closing with questions like, 'Do you feel more reassured that XX is your best first choice?' This is a closed question where I get a 'yes.' Good, but the part I am doing less is asking, 'Now, what are you going to do differently following this?' It has helped spot an area to work on, which I am now doing with my manager."

-Sales Representative

Contact Us

Ready to transform your sales and marketing performance in real-time? Don't wait to see if your action planning has been a success. Contact us today to discover how ADVANCE® AI can quantify and benchmark your HCP engagement in real-time to help you stay continuously competitive in the industry.

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