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Turning More Accurate Data Into Cost Savings

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The Challenge

Healthcare Practitioners (HCP's) are always moving creating a data challenge for life science companies attempting to target them. As the HCP universe changes day-to-day, the data becomes more difficult for a company to manage. A sales operations director for a large biotech firm looking to reduce costs from inefficiencies saw the ability to cleanse his customer master data as an opportunity. The sales reps were spending a significant amount of time calling on wrong addresses because of "old" data and non-target HCP's because of inaccurate specialties. In addition, the reps had to take time out of the sales process to submit data change requests. To compound the issues, the marketing team was experiencing challenges as a result of the inaccurate data as non-personal promotion campaigns were being returned at an alarming rate of approximately fifteen percent.

The Strategy

The client engaged with numerous data vendors to evaluate who could best cleanse and enhance their customer master data. The evaluation process included several samples where the client assessed each vendor's ability to increase the accuracy of their address and specialty data. Health Market Science's ability to cleanse and enhance data on demand and the ability to continually maintain the accuracy of the data through updates, were the deciding factors in selecting them as the preferred vendor.



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During this process, custom business rules were applied to the match and merge of the client's data and the Health Market Science data.

The Solution

Immediately after being chosen as the vendor for cleansing the customer master data, Health Market began the requirements gathering process. During this process, custom business rules were applied to the integration of the client's data and the HMS MasterFile™. In addition, the rules were applied to the frequency that Health Market Science would be matching and merging the data. The client customer master data contained approximately 90,000 unique HCP records, each with multiple addresses. Health Market Science was able to identify and remove five thousand deceased and/or inactive HCP's and update each physician's specialty. Most importantly, Health Market Science was able to update the best address information for each HCP based upon custom business rules that incorporated the client's customer master data with the HMS Master-File™. The end result was ten thousand less details to wrong addresses and non-target HCP's as well as a five percent reduction in non-personal promotion marketing costs due to mailer returns. This equates to an overall savings of greater than \$1.5M.