

Field Sales Analytics



Maximize commercial effectiveness with
AI-powered insights and analytics

- How many calls have been made to T1 targets in Boston in the last 10 days?
- What are the key drivers of NBRx change for Product X?
- Show top 5 switches and new patient starts in the Northeast
- How is monthly growth of TRx per HCP trending in New York by Drug X?

Commercial Pharma Challenges

Field sales and home office teams are critical to a life sciences firm's commercial success. But pressure has never been greater on these teams to hit their goals and show a return on investment, considering the rising cost of life science sales and marketing. On the sales side, odds are stacked against field teams in the form of less HCP access for reps, a fierce competitive environment, and a lack of actionable insights to maximize rep time with HCPs—all impacting sales performance.

Data and analytics can certainly help solve a lot of these issues, but on this point, most field teams struggle with manually analyzing data; answering their own data-driven questions; and having access to advanced analytics for forecasting, planning, and HCP targeting. AI-powered analytics can help.

AI-Powered Analytics for Commercial Pharma Effectiveness

Field sales and home office teams at numerous leading global pharmaceutical and biotech firms use Tellus each day to track field activities, market dynamics, quickly identify sales drivers and opportunities, and more—to ultimately make better decisions around sales force sizing, territory alignment, and incentive compensation to cost-effectively gain market share.

Tellus works by connecting disparate data sources—prescriber, patient, market, sales, finance, digital, third-party (e.g., IQVIA or Symphony), and much more—and upon this connected unified source, offering:

- A Google-like natural language search interface and AutoViz layer for ad hoc

- Intuitive point-and-click live dashboarding, reporting, and embedded analytics

- Robust automated insights to isolate key drivers, root causes, and anomalies

- Accessible advanced analytics, such as AutoML, for HCP targeting

This allows commercial teams to analyze their data rapidly, spot trends and anomalies, and apply advanced analytics without an army of data scientists. They can democratize data access, enhance collaboration, optimize sales, and increase field force efficiency by reacting faster and adapting strategies to local changes in market dynamics on the fly, grow market share, and minimize risk.

PHARMA FIELD SALES ANALYTICS USE CASES

Field Force Tracking & Reporting Augmentation

Traditional field tracking reports and dashboards are brittle, manual, and siloed. Tellus unlocks field sales intelligence by automating real-time sales performance tracking (e.g., call activities, performance against plans, etc.) with market intelligence (e.g. competitor activities, HCP prescription trends, etc.) to give you a 360° view of the field and market to identify sales levers. No more waiting for reports—ask data-driven field questions in natural language and get the necessary answers and insights to react faster to market changes and hit quota.

Subnational Automated Insights

Identifying early signs of market share losses and customer shifts shouldn't be a time-consuming, manual process. With hundreds of potential variables, uncovering the true root causes of underperformance can feel overwhelming—unless you have AI. Harness the power of automated subnational insights (on a territory and area basis) to benchmark performance, optimize territory management, and course-correct faster.

AI-Powered HCP Targeting

Reaching underserved HCPs can feel like a needle-in-a-haystack problem. Machine learning-based HCP targeting helps reps spot HCPs with new patient starts that aren't on current call plans; leading indicators of high-propensity writers; and account-based upsell opportunities. This helps optimize call planning and messaging and improves sales effectiveness for greater brand adoption.

Personalized HCP Outreach

Equip your reps to influence HCP prescribing behavior through customized outreach cadences and personalized messaging based on past prescribing behavior, patient demographics, insurance coverage, HCP digital interactions, and much more—for more impactful HCP engagement.

Proactive Alerting & Monitoring

Go from being a reactive sales organization to a proactive one through ML-based alerting and monitoring. Proactively identify territories challenged for growth and identify key factors that might be affecting performance, as well as spot switches, market share loss, new patient starts, and more to course-correct faster to minimize risks and capitalize on market opportunities.

Why Tellius for Pharma Sales Effectiveness Analytics

Tellius is an AI-powered analytics platform that enables life science organizations to answer ad hoc questions and get faster insights from multiple sources easier, using ML-automation.



Automatically analyze millions of data points to identify true drivers and root causes of sales force effectiveness.



Ask and answer market trend and customer behavior-related questions to identify the levers to pull to ramp up sales.



Unify internal and 3rd party data, perform last-mile data prep as necessary, and dive into analysis faster in one place.



Predict which HCPs will drive profitability through AutoML and accessible ML modeling capabilities.

Success Story

The home office team at a leading pharmaceutical company was seeking a smarter way to target HCPs. Using Tellius, they were able to easily overlay a prescriber's access level versus units sold to produce a color-coded quadrant to identify HCPs who had favorable access yet were not writing as much of the drug as expected. The field team used this targeted list and real-world evidence to demonstrate treatment efficacy to these “underperforming” HCPs, increasing market share and bringing this lifesaving drug to more patients than ever before.

30%

new opportunities
in segments not
previously identified

10X

insights speed
without hiring
data scientists

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millions of revenue boost
in first 6 months