



The Big Data Prescription for Increased UK Pharma Market Share

A guide to data-driven growth opportunities for:
BI analysts, business development specialists,
sales & marketing directors and aligned
commercial and marketing roles

How to unlock **more patient-centric sales** with data analysis **customised** to your specific business needs

See real use case studies and discover:

- The strategic intelligence to be had by overlaying your market-critical variables upon NHS and other big data to enhance your sales force effectiveness
- How your field team can eliminate unpredictability using data to illuminate missed sales performance potential and hidden sales opportunities
- Which data insights will inform your market access analysis to get your products in front of the people most likely to win you more sales and more formulary inclusions
- How a 360'-degree view of the health economy landscape can expose exactly which CCGs, hospital trusts and HCPs are most dynamic for your business
- The solid data findings that reveal the therapeutic usage pathways you can use for value-based procurement to create budget impact models for cost efficiencies and hospital episode reductions



The data's out there, if only...

- You can convert it fast into tangible business outcomes
- It wasn't so vast, unwieldy and overwhelming
- It was less costly, complex and time-consuming to access

Better decision-making comes from measuring and understanding everything happening in your market space.

- See instant reporting to improve your sales, marketing and revenue?
- Have data analysis customised to your territories, therapeutic areas and products?
- Get this actionable and valuable market insight at a click of a button?

CCG Demographic Data

IQVIA Wholesale data

Ex factory sales data

NHS Trust data

HES Data

NHS Digital Prescribing Data (ePACT)

Internal sales data

Supply chain data

IQVIA HPA



"The data is publicly available but it's in such a mess I'd need days to run and maintain it. Inspire-Med supplies us NHS data, and more, customised to us across our entire range of products, plus our own internal performance data. Now we've got bespoke data from a trusted source, saving us time and money."

Business Intelligence Manager at Global Pharmaceutical Company



See the multiple data sets you need in a single visualisation platform



Territory segmentation

- See sales volumes right down to individual practice level to map your internal sales and territory structure
- Use the data to measure your sales and those of your competitors in any area to drive your sales force accountability



Market analysis

- Benchmark which CCGs, hospital trusts and GP practices will be most receptive to your offers to tailor your value propositions
- Build fast budget impact models to demonstrate the value of your drug relative to standard of care



Sales planning

- Uncover valuable insights for segmentation and prioritisation of your customer base
- Capture hidden pockets of data (like patient demographics and adherence and co-prescribing)



Internal resourcing

- Get the automated data visualisation reports you need delivered to your team in a bespoke package
- Use the categorisations to instantly provide the answers and metrics your senior management team want

“The visual outputs are intuitive and easy to use. Inspire-Med is adept at manipulating the data and building the insights I need. I brief it out; they deliver it.”

SFE Manager at Global Healthcare Company

The data **you** need. **Customised** the way **you** want it.

At Inspire-Med, we build bespoke data solutions that deliver business outcomes to help you make better data-driven decisions. We work alongside you to make sure your data intelligence is doing the job you need it to.

RX Analyser software delivers intuitive dashboard visualisations with easy drill-down to the key data sets you need. It goes beyond the transformation of NHS and IQVIA prescribing data with segmentation fine-tuned for you, making it a rich source of primary and secondary care information.

Export all data and graphics for ad-hoc analytics and report building.

“Inspire-Med have 30 – 40 years’ experience in Pharma so they understand the data context. Any information our business needs to see, they’ve got it for us. Internally it means everybody’s working off the same data so there’s no second guessing the numbers.”

Business Intelligence Manager at Global
Pharmaceutical Company

Our promise

Inspire-Med will work closely with you to customise the analytics to provide the specific data segmentations actionable for you. By applying multiple data sets and overlaying data with further data, you get the exact BI you need.



Real use case studies

Michael*

UK Business Intelligence
Manager at Global
Pharmaceutical Company

Michael is responsible for providing competitive Intel companywide and for supporting a sales force team of 80+ for a global portfolio of brand-name products.

Data tracked by Inspire-Med
NHS Digital prescribing (epact) data

*Names and organisations have been anonymized
for reasons of commercial sensitivity.

What's its practical application for you?

We use it in multiple ways. For example, when sales reps are, say, over- or underperforming their targets. Obviously managers want to understand what's going on. They use the product focus files, pull off the data and identify what's going on in the market and to see our competitor performance.

*“With the Tableau dashboards,
it's just two clicks, and I've got
the data the way I want it.”*

The data helps us identify sales from a regional perspective and to go more granular – even to drill down to practice size to see if there's any uptick in prescribing, how many visits we've done, what used to be the sales, what they are now and then we can see the optimal bell curve. And it helps us identify P&L.

Real use case studies

Sarah*

Country Manager UK,
European Pharmaceutical
Company

Sarah is responsible for sales force effectiveness for a pan-European pharma company with a portfolio of more than 40 products.

Data tracked by Inspire-Med
NHS Digital prescribing data (epact);
IQVIA HPA data

*Names and organisations have been anonymized for reasons of commercial sensitivity.

What's the practical use to you of the data?

We were overwhelmed with the quantity of information out there. We needed something that would make it easy for us to manipulate the data – something that could be used by people like me, by the head of business intelligence in Spain and our business development people. The platform allows us to log in and have all the answers we need without crunching numbers.

“Now we can have a very productive discussion internally just by using our single platform. It's live so we can make decisions fast...”

It gives us a very simple way of looking into the data through the molecules – by product, by channel, by region. Our people aren't experts in data analysis but the dashboard enables them to quickly interpret a graph or growth data or a mapping. Now we can have a very productive discussion internally just by using our single platform. It's live so we can make decisions fast.

Real use case studies

Chris*

Division Manager, European
Healthcare Company

Chris is responsible for the
out patient market in the UK,
covering mainly FP10 products.

Data tracked by Inspire-Med
IQVIA data; NHS digital (epact) data;
NHS supply chain; Primary Care
Network Data

*Names and organisations have been anonymized
for reasons of commercial sensitivity.

What's the practical application of the data?

Since working with Inspire-Med, we now say here that 'data drives our activity'. Most of our products are prescribed, which means the prescription data is useful for us on a national scale in how we how we segment our customers and understand the market overall, right down to territory. The data sets mean the sales teams know whom to target, and that they have insights about a particular customer prior to seeing them.

*“Since working with Inspire-Med,
we now say here that data drives
our activity.”*

We aim to deliver or create value for our customers up front. The data helps us to do that because we can highlight areas of spend, and how we could work with them to reduce that. We're seeing that HCPs have less time and are less tolerant to salespeople. So real data insights are what they value.

Real use case studies

Alan*

SFE Manager at Global Healthcare Company

Alan is responsible for sales force excellence and data metrics for a leader in the field of nutritional science.

Data tracked by Inspire-Med
NHS digital prescribing data;
IQVIA data; CRM data; SvT data

*Names and organisations have been anonymized for reasons of commercial sensitivity.

What's the data business value to you?

There's multiple value. It gives us an understanding of where the market is and the relative demand in the market and how it's changing. You still then need to overlay other factors on top of that for a market, depending for example if a product is used acutely or chronically, but it gives us a clear planning perspective.

“Inspire-Med take from us large quantities of raw data and they build it into manageable insights.”

It helps us, too, to understand how to structure a sales person's territory. It also underpins the action planning of our sales managers for improving their share of the marketplace and for their target setting. We also use it to understand internal data sets with what happens with our samples because that's a business cost.

Real use case studies

Victoria*

Business Planning Analysis Manager at a Global Pharmaceutical Company

Victoria works across the portfolio in collaboration with cross-functional brand teams, the sales force and the affiliate leadership team.

Data tracked by Inspire-Med

NHS Digital prescribing data;
Hospital Episode Statistical Data;
IQVIA data; GPwSI data; PCN data

*Names and organisations have been anonymized for reasons of commercial sensitivity.

How does the data fit into your workflow?

The data analysis gets used across all the different teams who work on our brands from a commercial perspective. Some of the data is freely available but we don't have the time or expertise to blend all our different data sources. Inspire-Med allow us to wrap up all of the data we need to have a better understanding of primary care.

“The data gets used across all the different cross-functional teams who work on our brands from a commercial perspective.”

My life would be much more challenging without it. The dashboards are easy for me to use and to roll out to the team. It fits nicely in with what we are offering our RAMS. It's a full package. I just publish it, press, click and send out. It's also easy to have that data when I need it for ad hoc requests for the field teams.

Get business intelligence and the customised analytics you need at your fingertips

Are you ready to gain market analytics and valuable insights – and make swift responses to market changes with ease?

Get in touch to talk through the context of the data analytics you need and to book a demo.

For a free demonstration of how Inspire-Med can inform your business, contact Andrew Norman at andrew@inspire-med.co.uk or call 01600 891854.

“We wanted to develop a way for companies to access data that was easy to use. And with Rx Analyser we did. With one training session customers can access a wealth of information and analytics at their fingertips.”

David Warwick, Director



“I knew there was a lack of readily available analytics platforms for pharma, but they had access to a wealth of data. It seemed logical to develop a platform based on my pharma background and David’s software capability. The result was Rx Analyser.”

Andrew Norman, Director





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