



## CASE STUDY:

# Fueling Growth with Data-Driven Decision-Making

LEAD PRACTICE AREA: DATA SERVICES & INSIGHTS

## The Circumstances

A privately held biopharmaceutical company serving the endocrinology and acute pain markets, faced multiple challenges as it transformed its commercial strategy in the US. These included the conversion of an existing contract sales team into corporate employees, the enhancement and modernization of support for its customer relationship management (CRM) system, a comprehensive assessment, streamlining, and improvement of critical commercial data sources, and the establishment of reliable and flexible tools for territory planning, management, and quarterly call planning. These challenges, upon closer examination, unveiled several related complexities necessitating solutions.

## Related Complexities

The Conexus team collaborated with the customer to understand their capabilities, goals, and priorities. Then, Conexus developed a comprehensive, phased approach to managing business-critical data that minimized disruptions for their newly formed team, including:

- 1. Disparate Data Sources** - Data feeds from multiple sources required changes to produce more accurate and consistent assessments of effectiveness and performance.
- 2. Manual Reporting** - Reporting was manually intensive, requiring significant time and effort and impeding the frequency with which reports reached commercial leaders and stakeholders.
- 3. Unreliable Insights** - Insights derived from manual, infrequently produced reports lacked meaning and power, frustrating stakeholders, and compromising the sales team's ability to understand, interpret, and adjust to changes in targeted markets. Actionable insights were lacking.
- 4. Operational Inefficiencies** - Recurring tasks were handled manually by the operations team, consuming valuable time, and creating increasingly tedious processes.

## Customer Needs

- A strategic partner with mission-critical experience integrating related technologies, data sets, and reporting.
- An expert team who could rapidly understand the challenges and complexities.
- A fast, agile organization that could initiate quickly and efficiently.
- Project execution within strict parameters for investment, available internal resources, and timelines.

## The Solution

The customer selected Conexus Solutions, Inc., as its strategic partner to help their new, growing organization optimize operations. Conexus developed a comprehensive solution, linking subject matter expertise from its Veeva Services and Data Science & Insights practice areas with program management resources from Client Services. Conexus implemented a multi-component approach, which included the following key features:

| Solution Component  | High-Level Actions   | Key Results   |
|---|--|---|
| <b>Data Warehouse, Master Data Management</b>               | <p>Collected and standardized all data sets.</p> <p>Combined competitive pain and thyroid care market data, company sales data, payor data, and HCP prescriber data.</p> <p>Linked various data sources based on business-defined match/merge rules to aid in maintaining single source of Prescriber universe</p> | Created accurate 360-degree reporting and analysis.   |
| <b>Streamlined Field Reporting and Insights</b>             | Implemented a reporting layer combining disparate data into stakeholder-specific dashboards that automatically refreshed weekly.   | Improved ability to identify and reach high volume, high market share, and increased opportunity targets.   |
| <b>Quarterly Call Planning</b>                              | <p>Instituted a quarterly call planning discussion to align efforts and confirm organization-wide priorities.</p> <p>Implemented a Target Setting tool to manage changes and approval workflow</p>   | <p>Provided a consistent period for reporting, comparisons, and trending.</p> <p>Created a controlled and simplified process for preparation and delivery of quarterly call plan with a reliable audit trail.</p>                                       |
| <b>Territory Viability, Optimization, and Call Planning</b> | Assessed and redesigned territories to support optimized field sales performance.  | This complex analysis resulted in a new, better-performing territory model.   |
| <b>Streamlined Commercial Operations</b>                    | <p>Implemented an Ops calendar to align Planning, communications, and reporting.</p> <p>Implemented a Territory Management Module to realize alignment changes.</p>  | <p>Improved control and established a consistent framework for addressing changes, improvements, and adjustments.</p> <p>Established system of record for alignment change requests and approvals based on data driven analysis and visualizations.</p> |
| <b>End User Support</b>                                     | Provided field users with help desk and asset management support.  | Improved adoption and utilization of reporting tools.   |
| <b>Field Training</b>                                       | Established ongoing training and learning to sustain technical aptitude and agility initiative.  | Improved Stakeholder satisfaction.  |
| <b>Veeva CRM</b>  | Transitioned Veeva CRM support to Conexus shared resource servicing model.   | Reduced support costs while enhancing access to Veeva CRM subject matter experts  |

# The Results

Conexus effectively delivered results that aligned with the anticipated timeframes and budgetary constraints while minimizing the workload imposed on the customer’s existing personnel. This achievement has led to a transformation within the commercial leadership team, enabling them to operate strategically with a heightened sense of confidence and assurance. These advantages manifest through several key benefits.





Firstly, the implementation has ensured the availability of reliable, consistent, and accurate data, resulting in the establishment of a “single source of truth” and significantly improved speed in gaining valuable insights. Secondly, Conexus has enabled the integration of solutions for the seamless management of day-to-day operations. This integrated approach has not only streamlined processes but also contributed to increased adherence and support from the sales team, allowing them to actively engage in target selection and call plan creation. Lastly, execution from Conexus has propelled the selling efforts of the team, as members utilize dashboards as a competitive advantage, making it easier to identify and pursue clear pathways to peak sales.

This collaborative partnership between Conexus and the emerging biopharmaceutical company has undeniably led to a more efficient and productive commercial operation, resulting in numerous benefits that continue to drive the company’s success.

*“Mutual trust and transparency provided a strong foundation for the strategic partnership that has emerged between us and Conexus. We see the ongoing benefits of a truly collaborative relationship focused on our goals, priorities, and timelines.”*

– Director, Sales Operations

## Benefits to the organization include:

-  **Organization-wide synchronization** of data enables control over the volume of disparate data ensuring consistency, accuracy, and relevance to business needs.
-  **Improved time-to-insights** as data is ingested quickly, delivers fast, accurate results to stakeholders, and significantly reduces query time.
-  **Enhanced selling** where team members use dashboards as a competitive advantage and reach peak sales faster.
-  **Gained a trusted partner** with deep experience to support the organization’s data and analytics capabilities across the commercial continuum.



The **team** behind your **team**.



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