Business Objectives:

- Reduce data onboarding time and cost for new product launches (4-6 months development time).
- Provide clarity and understanding of the different data assets to increase revenue and make call targeting effective (8000 patients for the recently launched drug).
- Provide actionable insights to measure field sales performance on various KPI’s.
- Provide visibility on patient outcomes for rare oncology disease drugs.

Transformation Journey (Outcomes):

1. Improved sales force effectiveness using analytics insights.
   - Increased Sales by 13.5% for Oncology drug.
2. Faster time to market for new brands (Specialty Drugs) and insight on patient outcome.
   - Reduced data on boarding time by 30%.
3. Discovery insight platform with MCM capabilities to improve sales across channels & track persona based KPIs.
   - Increase Market share by 10%.
4. Better patient outcomes by identifying patient population and right prescriber.
5. Improved visibility on patient population, right prescriber, Key Influential Physicians & health organization for rare oncology & rare diseases.
6. Used ML driven AI platform to create real time target achievement alerts for the sales reps.

Infosys leveraged advanced analytics provided actionable insights to enable smart actions in the market by the sales reps.

Success Story - Infosys’ Commercial Platform Enabled a Top 10 Pharma Company to Drive Optimal Returns on Their Commercial Investments.
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**Innovation and Incubation Capabilities**
- **to accelerate and scale innovation**

**Domain expertise to tackle therapeutic complexity and adapt to persona based needs and Analytics**

**Integrated Data and Technology Capabilities**
- **to increase efficiency and easier access**

**Cross Industry expertise to bring innovation from trendsetting industries**

- **Disease Detection and Diagnosis for rare disease, cancer, etc.**
- **Therapy Transitions and Predicting Clinical Events in Treatment**
- **Patient Engagement and Adherence using Connected Health**
- **Operational Excellence by reducing waste and increasing precision**

For more information, contact askus@infosys.com