Increase Engagement Across Every Channel

Machine Learning for Life Sciences Sales and Marketing

For pharmaceutical and biopharmaceutical industries, the era of sales reps meeting face-to-face with health care providers (HCPs) is rapidly coming to an end as time-constrained physicians increasingly prefer getting information about products online.

The result is a new era of strategies for reaching HCPs and patients across digital channels. Market access today depends on data analysts and scientists capable of generating insights from multiple sources of data – both internal and external.

In an age of data-driven market access, SpringML can help you execute on your sales and marketing objectives. We start by rapidly consolidating your view of relevant data in the cloud regardless of the data source. This gives your data scientists a single view of the truth for sales and marketing activities. Then our industry experts work with your people to develop machine learning (ML) algorithms capable of detecting patterns in the data and driving insights. The result is improved abilities to build your brand, increase your marketing effectiveness, and empower your sales force for greater performance.

Build relationships and your brand

With a 360-degree view of your HCPs and patients, you can build the brand awareness you need for success. In a timeframe measured in weeks rather than months or years, SpringML brings your data together, adding ML expertise that enables you to gain new insights into the needs and concerns of HCPs and patients across every segment.

Generate trust and loyalty

Use data consolidation and deep learning technology to build a more complete profile of every patient. SpringML can deploy ML algorithms that monitor engagement across channels. You can automatically identify HCPs or patients who have reservations or are otherwise dissatisfied with your product portfolio, giving you an early opportunity to respond, address the issue, and grow loyalty.

Reduce Risk and Ensure Success of Clinical Trials:

Use ML algorithms on social media data to identify influencers and key opinion leaders who are relevant to your brand, offerings, or even specific campaigns. This can help you zero in on the audiences that matter most. With help from SpringML, you can bring the relevant data together and mix it with prescription and purchase history from HCPs and patients. Adding real-time sentiment analysis, you can also identify physicians most likely to prescribe, and patients and physicians most likely to respond positively to more personalized interactions such as direct chats, interactive ads, or social media posts.

Gain insight into managed markets

Create and maintain better relationships with managed care organizations (MCOs) using ML-aided insight into market data. SpringML can help you consolidate your view of data ranging from payer profiles and health plan specifics to prescriptions written and pharmacy claims. The result is insight that helps you better understand MCOs and design campaigns that build relationships.

Increase market access and marketing effectiveness

SpringML can help you gain a deeper understanding of how to penetrate markets. We can also generate insights on campaign performance across your all digital channels. The result is greater access to markets and a better ROI for marketing activities.

Improve your market access

Get more strategic when it comes to market access. As payers exert more control over markets, they are demanding a move to value-based marketing and pricing. Here the onus is on you, the drug manufacturer, to demonstrate the value of the drug offered to the payer – which means that evidence of value needs to be collected, analyzed, and communicated. SpringML can help you bring data together from clinical trials, electronic health records (EHRs), and other sources – and then apply ML algorithms to the data to highlight drug efficacy factors and map them to the value of the drug.

Optimize campaign performance

Get more insight into how HCPs and patients interact with your campaign ads and other messaging. SpringML can help you better measure your campaign performance in terms of cost benefit and opportunity conversion, and help you optimize campaign messaging and activities to grow sales and expand into new markets.

Harness campaign data to create more leads

Analyze data across all social media platforms touched by your campaigns – including major marketing solutions from Salesforce, DMP, Datorama, HubSpot, and more. SpringML algorithms can increase the number of sales-qualified leads by scoring and prioritizing potential buyers on virtually any platform.

SpringML

Improve sales insight and performance

Predictive forecasting with ML can help you maximize the value of your sales activities. SpringML can help you continuously analyze past and current data to assess future sales performance and identify new sales opportunities.

Monitor performance with ML-enabled dashboards

Use dynamically updated dashboard KPIs to track campaign and sales activities in real time as new data becomes available. By updating KPIs using multiple data sources along with sales and marketing workflows, Spring ML can help sales and marketing teams plan better and allocate resources more effectively.

Forecast sales with greater accuracy

Deploy a data-driven, ML-enabled forecasting model that continuously learns to identify data regarding sales and prescription trends based on current and historical data. On an ongoing basis, SpringML algorithms improve trend forecast accuracy by analyzing current opportunities as well as misses. You can also tailor forecasts for any time period or patient segment.

Bring marketing teams closer to patients

Deploy integrated ad analytics from SpringML to help marketing teams deliver more effective ad placement and messaging across social media platforms. Your teams can know exactly when to engage patients at critical stages of their patient journey by analyzing their online behavior. The result is improved awareness and market engagement – leading to greater overall sales.

Drive greater MSL effectiveness

Empower your medical science liaisons (MSLs) to identify key opinion leaders (KOLs) that can work with your medical affairs team. SpringML can use ML algorithms to scour data on potential KOL candidates and determine the best ways forward for engaging them – such as hosting dinners, authoring papers, or participating in conferences. The result is an uplift in your ability to intersect with respected KOLs who can weigh in on the scientific and medical value of the approaches your organization is taking to address patient needs.

Get the Most Out of Machine Learning with SpringML

From data to knowledge to wisdom. From reactive to predictive to prescriptive. If you're on the road to machine learning and insight from data, SpringML is there with the talent, know-how, and offerings to help you reach your destination.

No company is better prepared to help you seize the advantage with ML in healthcare and life sciences than SpringML. When you partner with us, you get the experience and expertise of a global systems integrator – one with a proven record of helping Fortune 500 companies realize ML value. Our solutions are implemented at more than 150 customer sites worldwide.

Learn More

To get started or learn how you can get more value from data with ML technology, visit us at:

🌐 www.springml.com/healthcare   📞 1.800.346.8260