

# CASE STUDY

## Global Pharmaceutical Enterprise Information Strategy

### Challenge

A pharmaceutical company with industry-leading expertise and FDA-approved manufacturing facilities was looking for a way to improve their sales operations, sales force management, marketing efforts, and manufacturing processes. The pharmaceutical ecosystem creates a challenging environment for pharmaceutical companies, including intensified competition, increasing regulation, weak economic conditions, hindered growth, and the patent cliff\*. In the pharmaceutical company, employees spend 70% of their time hunting, gathering, and assembling information for use, and 75% of employees are affected by poor, missing, or inaccurate data. Additionally, 88% of the sales force could improve sales with better, more insightful, and timely information for prescribers.

### Solution

Amitech Solutions assisted the pharmaceutical company in implementing a data warehouse solution known as Visual Factory software that provided insights to their Operations and Quality Teams. By developing an interactive data warehouse infrastructure, employees were able to manage KPIs and drill downs per business requirements. This data allows the company to make better decisions, assign appropriate resources, develop actions to continuously improve performance, and focus on sales and marketing initiatives. The solution will support future business needs in various areas such as the sales force, supply chain, sales operations, finance, marketing, and manufacturing.

### Result

The expected improvement on controllable operation expenses for the company is to attain a 4% year over year improvement, resulting in \$800,000 in savings per year. Additionally, the time spent gathering information by employees will be reduced, as well as the amount of poor or inaccurate data, thus improving sales operations within the company. The sales force will be able to improve sales by having better information for customers. Moreover, the company will be able to improve their marketing efforts by determining at-risk customers and retain them before they leave. Finally, the company will also be able to use this data and the associated strategy to stay competitive in the ever-changing healthcare field.

### KEY RESULTS

-  4% YoY improvement on operation expenses
-  \$800k savings per year
-  competitive edge in the healthcare field



# AMITECH

## About Us

As a leading healthcare analytics and strategy consulting firm, we guide our clients by focusing on the most innovative approaches to data analysis in healthcare to discover insights for healthcare systems and insurers. We believe in change. We believe in data. We can help you use data to change and ultimately lower costs, improve quality of care and achieve better business outcomes. Amitech is based in St. Louis and has more than two decades of experience as well as industry-leading talent in the business analytics, information management, strategy consulting, population health, clinical analytics, care management, digital health and big data fields.



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