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Powering Commercial Effectiveness Through Big Data and Analytics

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Abstracts

Big Data is commercial dynamite for pharma – how can you unleash its power?

Big Data is here to stay. Not just a fad, it's fundamentally changing the way pharma companies operate and providing a route to better commercial results. What are the key challenges and opportunities? %li%What does best practice look like? Ultimately, how can the commercial benefits of Big Data be realised?

Powering Commercial Effectiveness Through Big Data and Analytics explores how Big Data is evolving beyond the patient experience and coming of age. Read it to hear from 11 experts at the forefront of pharma's data revolution.

"Data alone has little value. It is the insight we glean from analysing it. Pharma has no chance of making money without making cases for change, defining burden or proving effectiveness in the real world. It simply cannot do these things without first connecting data for analysis.

Hassan Chaudhury, Chief Commercial Officer, Health iQ

Top Takeaways and Answering key questions:

Perfect partnerships: How important are partners in the long-term? Are the most productive collaborations internal and cross-functional or external and specialist?

The face of Big Data: What blend of skills and technological tools are needed? Does leveraging Big Data demand a departmental focus or a company-wide

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cultural shift?

Speed, agility, credibility: Are you responding fast enough to gain an advantage through Big Data insights? Is integration an issue? How robust are the patterns modelled and insights derived?

Balancing act: How should pharma seek to apportion investment for optimum impact? Should data architecture or data talent/analytics be the priority?

Where next? There is plenty that's new and exciting. Wearables, social media, data-sharing, Internet of Things, real world data. What has commercial potential and what is simply 'noise'?

Experts Interviewed for This Report

Brad Ashby: Director of Commercial Operations, Kaléo Pharmaceuticals

Blanca Rosales Baez: Executive Advisor – Business Development Big Data Analytics for Precision Medicine, Molecular Health GmbH

Peter Barschdorff: Vice President of Business Insights at Bayer: Market Research, Commercial Analytics and Commercial Reporting (Quotes attributed to him are his personal opinion and do not in any way represent Bayer Pharmaceuticals' opinions or business practices)

Hassan Chaudhury: Chief Commercial Officer, Health iQ

David Latshaw II: Scientist at The Janssen Pharmaceutical Companies of Johnson & Johnson

Manish Mathur: Senior Director, Data Strategy and Management for Commercial Excellence, at Janssen Pharmaceuticals, of Johnson & Johnson (Views made in this report are his personal opinion and are not intended to represent the views of Johnson & Johnson)

Irina Osovskaya: Global Director of Mobile and Customer Experience Strategy at AstraZeneca

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Anders Quitzau: Innovation Executive, Watson Advocate

Ian Talmage: Senior Vice President, Global Marketing at Bayer Pharmaceuticals

John Michael Veik: Large Enterprise Sales, IBM

Anonymous: The personal (non-Agency) opinion of a recent FDA employee

Content Highlights

Content Highlights

The growing power of Big Data over pharma’s commercial future

The commercial potential of Big Data and analytics

Key insights

A wealth of information available

Sub-segmenting patients based on genomics and personalised medicine

Segmenting physicians, key opinion leaders and payers

Deep learning about customer experience

Informing R&D, regulatory compliance and market access

SWOT analysis of Big Data techniques

Modelling and simulation: extracting business insight for commercial excellence from Big Data

Key insights

Appropriate modelling essential

Data types needed to improve aspects of commercial excellence

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Real-world data

Data about a more accurate market share

Data sharing for better decision-making in the field

Data about the patient experience

Harmonising data from multiple sources

The tools to use: from knowing which data to use to actioning insights

From insight to competitive advantage: the human factor

From insight to customer-centricity to increased sales

Structural changes to accommodate Big Data

Key insights

Get your house in order

New capabilities and positions

A culture of data and innovation

Data-based training methods

Best future opportunities for the use of Big Data in commercial excellence

Key insights

The Internet of Things

Targeted customer messages

Precision medicine and personalised patient programmes

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Payer orientation for improved market access

Improved physician engagement

Driving patient adherence

Overcoming the greatest challenges in Big Data

Key insights

Uniformity of data language

Data in disparate locations

Magnitude and credibility of data

Data privacy and security implications

The next five years of Big Data

Key insights

Machine learning and scaling data

Investments and partnerships in pharma

Security and compliance

Conclusion

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