

World leading Pharma Company Seeks Competitive Edge from the Web

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Challenge

The pharmaceutical sales model is under increasing pressure with decreased access and selling time and objecting healthcare professionals resistant to the historical sales methods and practices which have traditionally underpinned the industry though it's true that no product can ever gain its place in market without some form of selling.

With the changes to the UK NHS structure and the creation of the 10 Strategic Health Authorities and 152 Primary Care Trusts this has created further challenges.

So what answer does the world-wide-web hold?

Valuable insight is now available to be gleaned from the vast array of information in literally hundreds of data sources which publish news, opinion and technical data on a daily basis.

But how best to make sense of these many thousands of published documents? How best to track key influencers and opinion leaders who may hold positions in more than one political or geographical entity? How best to influence the influencers by understanding what they are writing, thinking and saying about your drugs and those of your closest competitor?

Solution

That's where Artesian's Automated Search and Surveillance comes in with the ability to consolidate hundreds of data sources to tap into the vast array of insight available about the NHS market, information about specific therapy areas, branded drugs and critical competitor insight.

These insights can be categorized to mirror internal commercial structures, product lines, market sectors and processes delivered as a business application accessible through a browser in a fully hosted, secure environment.

The result is the ability to connect hundreds of sales people in a collaborative information rich environment, an invaluable aid to addressing the commercial challenges ahead.

