



Data Integration and Visual Analytics

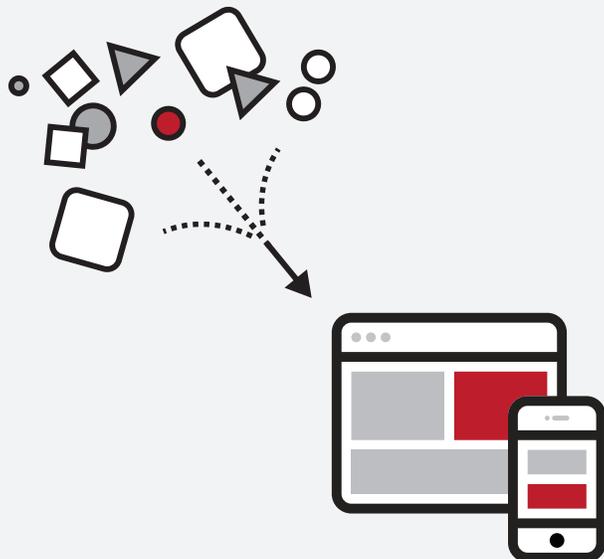
Case Study: Building a Co-Pay Coupons Ordering Portal (1)

Introduction

In 2013 we worked with a top-20 pharmaceutical client to optimize and manage their operations in a patient support program.

The Challenge

The client was using a manual process to track co-pay program distribution, both internally and externally. The simple spreadsheets that powered the operation were not able to keep up with the demands and were slow to use. Sales representatives did not have a quick or centralized way to report key business information and track co-pay distribution. The process at the time was an internal spreadsheet sharing program.



Our Solution

We worked with the client to build a coupon ordering portal with reporting capabilities, which tracked co-pay programs from the regional down to the physician level.

We developed:

- A one-stop centralized portal for sales reps to order copay coupons for different programs, so that they can be shipped directly to the physicians or for their distribution.
- A reporting dashboard that allowed sales and management teams to track coupons and co-pay programs across reps and physicians.
- Tools and data reports that allowed HQ and marketing teams to evaluate program performance.
- Administrative features, including:
 - User management
 - Brand/program assignment and management
 - Ability to localize and drill down performance across regions, districts, territories, and individual physicians
 - Trend reporting and forecasting based on historical data
- APIs and web services that allowed approved PSP vendors to connect to the main database to perform necessary functions.
- A platform that carefully balanced security and HIPAA-compliance needs with access to patient data to ensure quality customer service.

