

Client situation

A pharmaceutical company has over 100,000 HCP records in different applications. Data is collected from sources such as CRM / Sales Reps, Call Center, HCP portals and webforms. Data is used to engage with Health Care Providers (HCPs) via channels such as a marketing automation application that sends personalized e-mails. Client suffers from scattered HCP data in different applications and Excel sheets, which raised concern about the accuracy and quality of the data. The conclusion was, that the data was lacking a solid foundation for digital engagement.

Questions

Question 1

How do we know if the data used for marketing purposes is correct & complete?

Question 2

Don't we miss any opportunities by not using data we actually have in different applications?

Question 3

How can we prevent capturing personal data without knowing if the person is an HCP and if this HCP is already in our applications?

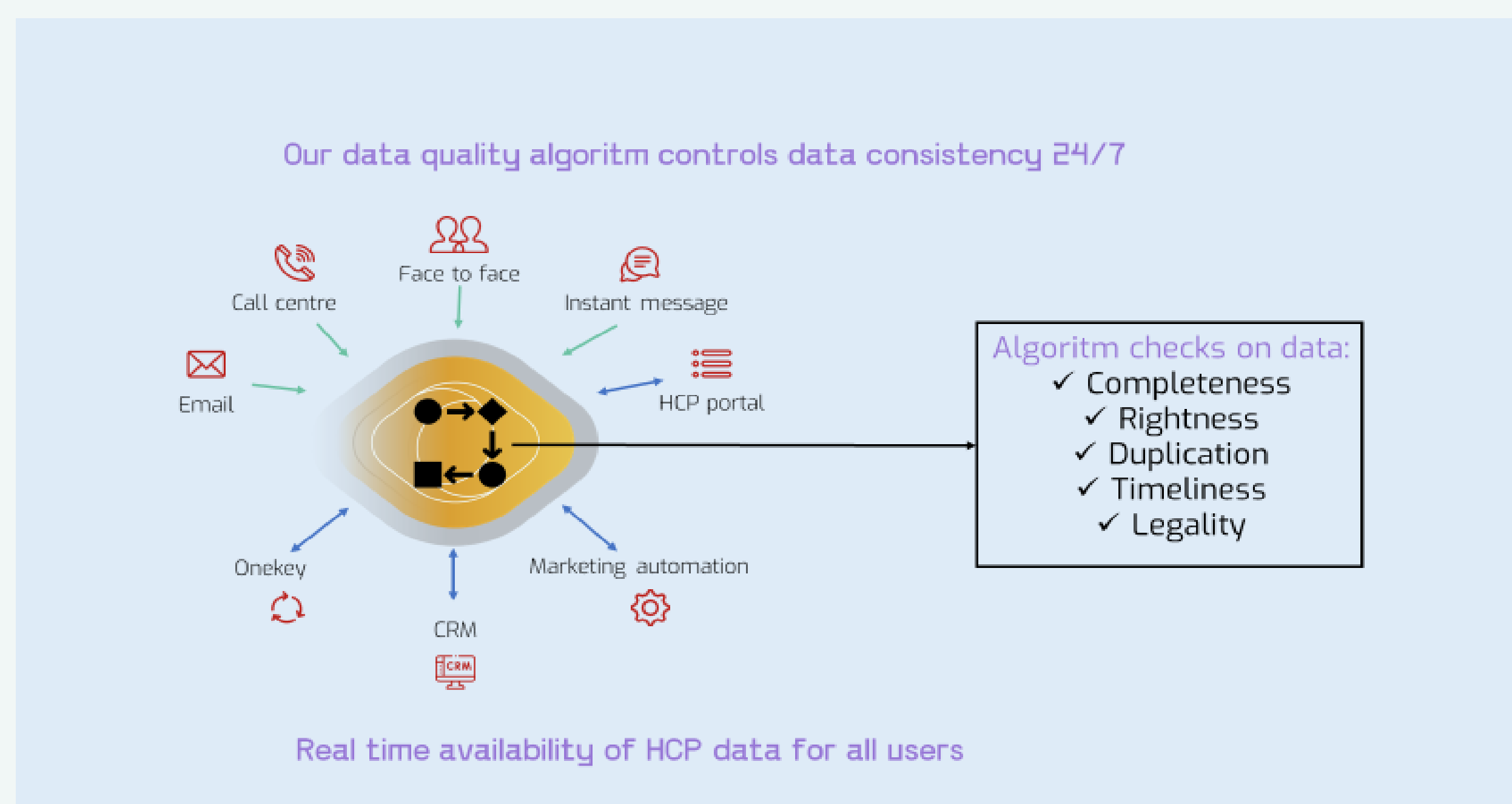
How we initially turned these questions into facts

Client case benefits

Without OptInsight data quality algorithm	With OptInsight data quality algorithm	Improvement
~100,000 records	~65,000 records (eliminated 35,000 old / incomplete records)	> 35% in undoubled records
Different consent status in applications	~1,000 records with latest status "opt-in" ~100 records with latest status "opt-out" ~5,700 records with a consent status that wasn't known before	Clear view on which HCP can be engaged digitally No risk of e-mails to HCP with an opt-out. Basis for further optimization of consent database
Few complete profiles/records	~4,300 records complete	> Latest status of profile known "golden records"
Different & incomplete HCP data in different systems	Full sync with CRM, Portal & webforms plus HCP portal -> control over data & consent status	No more manual interfaces.

Our data quality algorithm improves data consistency 24/7

Solution direction



Real-time availability of HCP data for all users

Advantages

- Better engagement with target HCP group
- Broader reach
- Minimized manual work to improve database quality
- Elimination of manual interfaces

About us

20+ years experience
In pharma & life sciences

100% focus
on pharma

Global solution
with emphasis on local requirements

Complete team →