

Market Access

Market Access Team Stays Ahead of the Curve with WhizAI-Powered Insight-Driven Decisions

After investing in self-service analytics platforms, this global pharmaceutical company discovered the ease, usability – and ROI – of WhizAI.

Overview:

Market access and key accounts management teams at a top global pharmaceutical company were struggling to stay on top of their payer and plan performance, revenue leak, and competitive intelligence. With limited access to information via predefined dashboards and their dependency on IT productivity lagged significantly. Their payer data encompassed well over 500M records, and even simple reports were time consuming.

Challenges:

Even with significant investment in self-service analytics platforms the issues of scalability and adoption among commercial teams remained. The company wanted their teams to make insight-driven decisions in real-time and stay ahead in the competitive curve.

We implemented WhizAI within 6 weeks for over 3 billion data records in market access. Everyone easily incorporated our solution into their workflows without any overhead of

training. Users can now easily access actionable insights, identify anomalies, and leverage proactive alerts to increase market share. WhizAI also enabled prioritized sales activities, field productivity, enhanced interactions with their provider universe, and revenue growth.

Benefits and Business Impact:

60 % reduction in dependency on IT as our visualization AI creates charts, graphs, and dashboards on-demand

5X improved productivity as no time is spent on accessing information and software training

Early identification of threats for faster response with ML algorithms automatically surfacing insights and anomalies

Real-time identification of market opportunities with scalable AI processing billions of data points in real-time

50% reduction in TCO with reduced dependency on expensive programming resources and operational spends

WhizAI roll-out added for other functions across field sales, commercial operations, and patient services