INFORMATION GIVES COMPETITIVE ADVANTAGE

Optimizing Pharmaceutical Sales Processes

Siebel Pharma Dynamic Sales Solution

Pharmaceutical companies are faced with revenue and margin pressures on all fronts. At the same time, traditional sales practices are losing their effectiveness. The average length of sales calls has been reduced considerably. Recent guidelines in various states regarding tracking and reporting promotional spend make product promotion more difficult. The need to maximize sales output is compelling pharmaceutical companies to redefine their sales practices.

Oracle's Siebel Pharma Dynamic Sales enables pharmaceutical sales forces to gather customer information across various channels and leverage it to improve the planning and execution of sales activities. It also improves effectiveness with robust applications that enable best-practice sales processes. The Siebel Pharma Dynamic Sales solution set supports offline analytics for improved physician targeting to help turn insight into action.

Staying Competitive in a Challenging Environment

Sales-channel saturation and increased regulation are driving pharmaceutical companies to change their customer engagement model. These companies are undertaking a number of complex, interconnected business-process changes to address industry challenges and to differentiate themselves in the market. A few industry leaders are creating competitive advantage by achieving best practices in their sales and marketing models, leaving behind those companies still executing traditional sales processes. There are critical categories of sales enablement best practices that must be changed in order to achieve a competitive advantage, including

· Align sales and marketing business processes

· Realign and refocus sales efforts as needed

· Integrate account management-based and physician-based sales models

· Gain companywide visibility on physician promotional activities

Align Sales and Marketing Business Processes

The declining effectiveness of standalone sales channels makes an integrated sales and marketing program more critical than ever before. Companies that capitalize on the recent growth of direct-to-consumer advertising and other marketing efforts such as e-detailing, peer-to-peer education, and seminars, to support and complement their sales models can make selling easier for their representatives. Driving sales-force efficiency with effectiveness by understanding the physician's prescribing habits, unmet needs and values, and delivering value added interactions results in increased physician loyalty, higher prescriptions, and larger market share.

Realign and Refocus Sales Efforts as Needed

Pharmaceutical companies use third-party prescription and sales information to aid in segmentation and account targeting, determination of territorial/regional/national product potential, analysis of sales prescribing patterns, and assistance with field sales team compensation. Doing so impedes the sales organization's ability to quickly evaluate sales and marketing program effectiveness and respond with appropriate adjustments to the programs. The ability of pharmaceutical companies to realign and refocus their sales efforts based on real-time customer response to marketing activity will enable them to take advantage of market opportunity more quickly, thus increasing revenues.

Integrate Account Management-Based and Physician-Based Sales Models

Companies that integrate their account management-based and physician-based sales models will be able to more effectively target the right physicians, with the right message, at the right time. For example, if managed markets information and formulary position are integrated with physician-facing sales processes, the time needed to communicate formulary updates to physicians can be shortened, thus increasing revenues.

Gain Companywide Visibility on Physician Promotional Activity

Several states, including Vermont, Maine, California, and West Virginia, have mandated that pharmaceutical companies monitor, track, and report promotional spend at a healthcare-professional level. The scope, content, formats, and reporting timelines vary from state to state. Companies that enable processes to support a 360-degree view of the customer will be compliant with regulations and will also improve operational efficiency by focusing on optimal investments based on state laws.

Redefine Customer Engagement Models with Siebel Pharma Dynamic Sales Solution

Oracle's Siebel Pharma Dynamic Sales fully and comprehensively supports pharmaceutical companies as they redefine their sales models. The solution set enables pharmaceutical companies to quickly alter the customer engagement model by enabling sales forces to gather customer information across various channels. This information can be leveraged to improve the planning and execution of sales activities. It also improves sales effectiveness by providing pharmaceutical sales organizations with a robust set of applications that enable best-practice sales processes. The Siebel Pharma Dynamic Sales solution set supports offline analytics for improved physician targeting—rendered within the sales application—to help turn insight into action.

Enable Newer Sales Models

The Siebel Pharma Dynamic Sales solution supports sales processes for both physician-centric as well as account-centric sales models, providing primary care, specialty, provider-account, payor-account, trade-account, and government-account sales forces a robust set of tools to effectively manage their business. In addition to providing business process support for physician-centric and account-centric sales models, Siebel Pharma Dynamic Sales Planning and Execution provides robust capability to enable cross-functional business processes. For example, the solution set can help pharmaceutical companies drive alignment between managed care and physician sales forces by efficiently executing pull-through strategies that positively impact prescription growth.

Integrate Marketing and Sales Business Processes

Siebel Pharma Dynamic Sales facilitates integration of marketing and sales processes through the use of a consistent platform across sales and marketing. All customer-facing personnel work from a common repository of customer information. As a result, marketing defines brand plans and tactical components of brand plans. Marketing can also implement brand plans by executing marketing campaigns across various channels, including the field sales channel. Sales representatives are thus guided toward the most optimal messages, based on physician segmentation and their needs. Sales representatives deliver a high-quality sales call and also capture a physician's response to messages, thus providing marketing with even richer customer profiles for use when refining segmentation and channel mix.

Improve Targeting and Segmentation

Using built-in, easy-to-use analytics, Oracle's Siebel Pharma Dynamic Sales solution leverages customer and market intelligence gathered from multiple sources to better target physicians and maximize sales impact. The prebuilt analytics capability is rendered within the sales force automation application, thus unifying the sales process. It can be used both online and offline, enabling sales representatives to be highly productive. The analytics capability is flexible enough to accommodate changing business needs and requires minimal intervention from IT departments.

Sales representatives can easily use target lists to plan routes, plan calls, apply on their calendars, invite medical education event attendees, and more, thus improving overall sales effectiveness.

Realign Sales Territories Quickly and Effectively

Sales organizations need to respond quickly to changing market conditions while accommodating diverse sales forces, markets, and products. To comply with government regulations that mandate reproduction of historical alignments, they must be supported by seamless integration among applications. The territory alignment business process enables organizations to

- Realign sales forces in a shorter timeframe

- Validate alignment prior to deploying in production

- Model several alignment strategies concurrently

- Maintain an historical view of alignments and territories

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Proven Results

Siebel Pharma Dynamic Sales delivers best-in-class field sales capabilities for pharmaceutical companies to deploy the most functionally complete and scalable solution to manage their multiple sales forces.

Siebel Pharma Dynamic Sales scales to meet the needs of even the largest global deployments, allowing pharmaceutical and biotech companies to sell collaboratively across geographies, time zones, and currencies.

Siebel Pharma Dynamic Sales increases sales efficiency dramatically, facilitates planning, improves communication, and provides multiple capabilities to streamline the sales process.

With the Siebel Pharma Dynamic Sales solution, pharmaceutical and biotechnology companies can improve their execution on key performance indicators, including revenues, market share, new product revenues, and net margins. Employing this solution set leads to increased market share and revenue, and reduced costs. Our customers have reported several benefits of deploying the solution coupled with process and organizational changes, including

- Revenue gains of up to 100 percent

- Revenue increases in the range of US$2 million to US$8.9 million

- Targeting-effectiveness improvement of 7 percent

- Duplicate-call reduction of 50 percent

A Comprehensive Solution

Siebel Pharma Dynamic Sales Solution supports both traditional primary care sales forces and "specialty care" sales forces. Processes supported include

- customer targeting
- call planning
- call execution and reporting
- samples management
- medical education events management
- business planning
- formulary management
- managed care pull-through management
- territory and objectives management

Siebel Pharma

Siebel Pharma is designed to meet the unique needs of the pharmaceutical industry. The applications provide best-in-class functionality for field sales and management, telesales, national accounts, medical affairs, customer service, and marketing organizations.

Siebel Pharma enables pharmaceutical companies to capture every customer interaction across multiple channels, including call centers, marketing, field departments, and the Web. By integrating all critical customer-facing functions, Siebel Pharma ensures that organizations are prepared to maximize customer value, while delivering superior service.

Oracle's Siebel Pharma applications include

· Siebel Pharma Dynamic Sales

· Siebel Pharma Service

· Siebel Pharma Call Center

· Siebel Pharma Analytics

· Siebel Marketing

· Siebel eMarketing

· Siebel Pharma Handheld

· Siebel Pharma Wireless

· Siebel Customer and Partner facing applications

· Consumer Healthcare

CONTACT US

For more information on Oracle's Siebel Pharma Dynamic Sales Solution, call **+1.800.ORACLE1** to speak to an Oracle representative or visit **oracle.com/industries/life_sciences/pharm.html**

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