



Siebel Pharma Solutions for National and Managed Care Accounts

20 of the top 20 pharmaceutical companies run Oracle's Siebel Pharma applications

Siebel Pharma Managed Care Benefits

- Superior functionality for account managers, professional sales representatives, district managers, and call center service and support agents
- World-class formulary opportunity, account, and professional management, fully integrating the target account-selling methodology
- Physician-level and national account sales and prescription analysis and targeting tools
- Prescription Drug Marketing Act - compliant samples management module with electronic signature capability
- Best-of-breed call center functionality with full support for inbound/outbound campaign and promotion, computer telephony integration, and service request handling and escalation
- Proven server architecture with unmatched scalability, superb workflow automation and territory management, and patented synchronization technology

National account and managed care professionals need to manage their sales objectives while leveraging the power of information. Siebel Pharma provides today's pharmaceutical companies with the ability to manage their sales forces and the means to optimize customer touch points through one common database using a single integrated application.

The rapid growth and continued importance of managed care has forced pharmaceutical companies to seek tightly integrated relationships among core users in order to streamline, manage, and evaluate sales and marketing strategies. To accomplish these goals and objectives, today's Life Science organizations need to leverage the technology of a closely integrated eBusiness solution. National account managers must work with marketing professionals to disseminate pull-through plans to field sales forces, and then ensure that they are executed and tracked. National account managers use Siebel Pharma Sales to manage and execute sales, service, and marketing strategies. The goal of such strategies is simple—to place their company's products on formulary status and ensure that healthcare professionals prescribe their company's products.

Account Management Functionality

Oracle's Siebel Pharma Sales and Managed Care application includes functionality for various types of account-based sales teams within a pharmaceutical company. Specialized profiles include managed care accounts, pharmacies, wholesaler/distributors, and hospitals. Understanding the relationships between accounts and subsidiaries is often difficult for an account-based professional sales representative to visualize. Siebel Managed Care provides one comprehensive view of national and managed care accounts with affiliated physicians and account teams. The solution's Relationship Hierarchy View enables these account managers to coordinate marketing and sales strategies through their professional sales representatives. The solution supports key processes, such as account business planning, opportunities and formulary management, pharmacy and therapeutics committee relationship management, managed care pull-through planning, and execution and account business analysis.

Influencer Management

Continual pressures to decrease healthcare costs have expanded the number of influencers with a stake in product prescribing and use. More effective use of segmentation and targeting will allow companies to improve sales force effectiveness, driving sales growth without resorting to the traditional method of increasing the number of sales representatives. Oracle Managed Care enables managed care account representatives to accurately identify and track influence dependencies within a managed care account to enable effective targeting strategies and tactics. Additionally Oracle Managed Care helps pharmaceutical companies to align product and promotion plans with managed care accounts and product lifecycles.

Account and Opportunity Management

Today's managed care formularies typically feature three tiers. Formulary placement can have a dramatic impact on physicians' prescribing habits, as pharmaceutical companies typically price preferred (tier 2) products to encourage physicians to prescribe them. Oracle Managed Care enables account managers to monitor their products formulary status and to coordinate with marketing to deliver the appropriate needs-based information focused on specific product-related issues, such as efficacy, safety, pharmacoeconomics, and convenience. Oracle Managed Care can help pharmaceutical companies drive alignment between managed care and physician sales forces by efficiently executing pull-through strategies that drive prescription growth.

Contract Lifecycle Management

Existing State and Federal programs, as well as private sector contracts, require extensive man-hours for reporting, compliance, and rebate processing. The Medicare Modernization Act is adding to that volume of work. Maintaining compliance under the Medicare Modernization Act could mean adding administrative staff, applying an additional burden to already thin margins. To meet increasingly onerous processes of creating, maintaining, and auditing managed care contracts, Oracle Managed Care facilitates the creation and publishing of managed care contracts through automated workflow and ensures the accuracy of contracts, orders, invoices, and settlements.

Managed Care Analytics

Oracle Managed Care Analytics is a comprehensive analytics solution built specifically for the needs of the pharmaceutical industry. It provides timely, fact-based insight into sales and marketing activities, provides new levels of information richness and usability, and links professional sales representatives with marketing professionals. Oracle Managed Care Analytics provides a single, comprehensive view for all users, from sales and marketing executives to front-line district managers and sales representatives, to deliver up-to-the-moment, complete, and in-context information on sales and marketing performance —insight that is personalized, relevant, and actionable. This approach yields faster and more informed decisions that help the sales and marketing organization compete more effectively, reduce sales costs, and achieve better results.

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Siebel Pharma Managed Care A Comprehensive Solution

Siebel Managed Care Solution supports managed care sales forces. It supports:

- closed loop account management
- contract creation
- contract lifecycle and compliance management
- support for syndicated account and formulary data
- account targeting and segmentation
- call planning
- call execution and reporting
- samples management
- formulary management
- national and managed care account and objectives management
- utilization and performance analysis

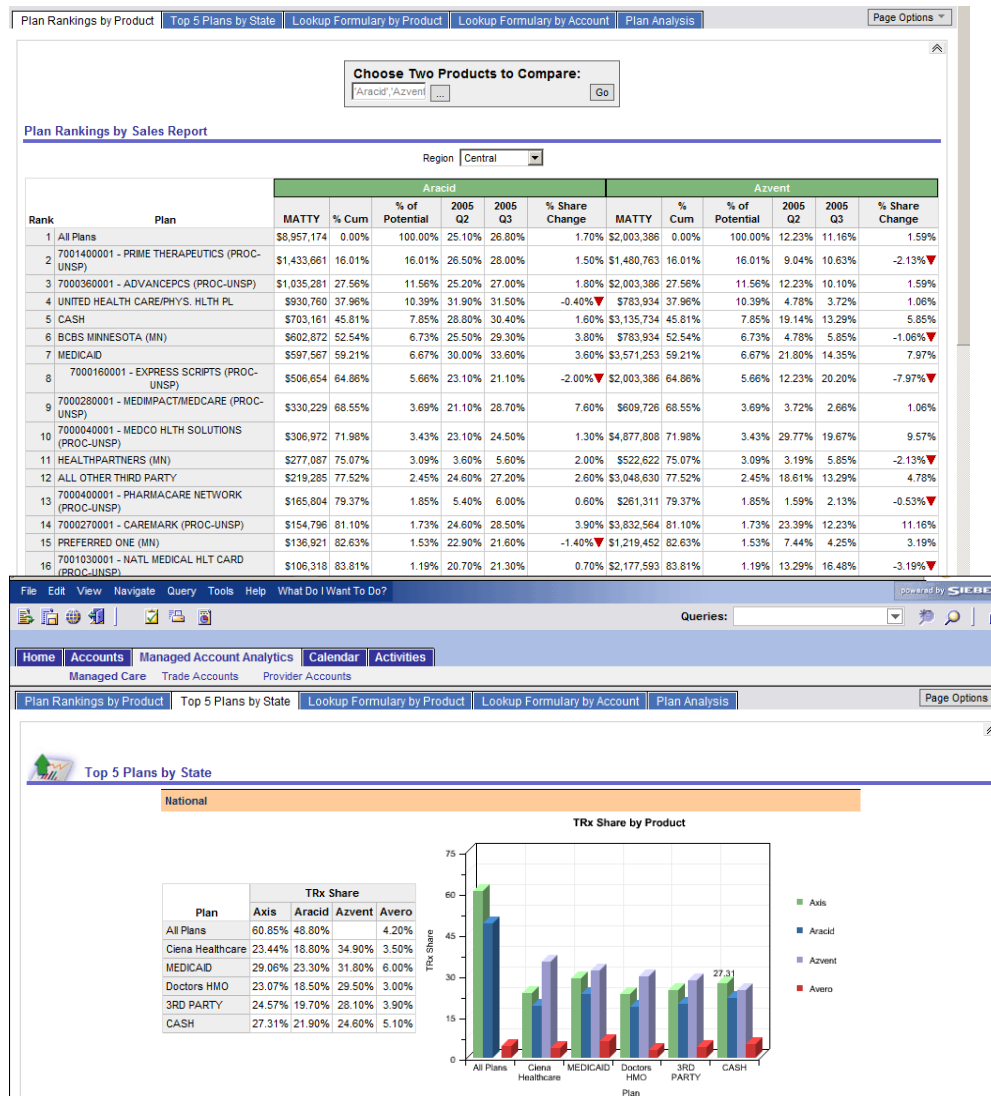


Figure 1

Oracle Managed Care Analytics is designed to analyze and report on a variety of managed care metrics, such as physician/plan-level prescribing data to develop a segmentation approach for both plans and physicians as well as historical promotion response within the physician-level managed care segmentation solution. The examples in Figure 1 illustrate standard reports analyzing formulary performance by account and managed care plan performance by state by product. Additionally, users can also track performance to formulary tier levels through the use of syndicated managed care account information. Leveraging managed care data enables pharmaceutical companies to further improve return on investment (ROI) from detailing and non-detailing promotion spend.

Managed care analytics is ideal for account-based/hospital sales professional sales representatives and management who call on Group Purchasing Organizations or Integrated Delivery Networks. Oracle Managed Care ensures that the right message is delivered to the right physician for the right product at the right time.

CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit oracle.com/industries/lifesciences

