

# Siebel Pharma Dynamic Sales for Pharmaceutical and Biotechnology Companies

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# Siebel Pharma Dynamic Sales for Pharmaceutical and Biotechnology Companies

**Using built-in, easy-to-use analytics, Siebel Pharma Dynamic Sales solution leverages customer and market intelligence gathered from multiple sources to better target physicians and maximize sales impact.**

## **EXECUTIVE OVERVIEW**

The average amount of time per sales call has been reduced considerably, in part because the growth in the number of sales representatives has far outpaced the growth in the number of physicians. Also, recent guidelines from various states regarding tracking and reporting promotional spend on healthcare professionals make it more difficult for representatives to promote their products. The need to maximize sales output—with less selling time, in a changing environment—is compelling pharmaceutical and biotechnology companies to redefine their sales practices.

Oracle's Siebel Pharma Dynamic Sales was specifically designed to meet the unique needs of the pharmaceutical and biotechnology industries. The application provides best-in-class functionality for field sales and management, telesales, national accounts, medical affairs, customer service, and marketing organizations.

Using built-in, easy-to-use analytics, 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 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.

## **STAY COMPETITIVE WITH IMPROVED SALES PROCESSES**

Siebel Pharma Dynamic Sales delivers industry-leading best practices for improving sales force effectiveness and efficiency. The solution set has been designed in collaboration with some of the world's leading pharmaceutical companies to reflect the industry's best business processes for physician-facing sales models. Benefits include alignment of physician- and account-based sales models, improved customer targeting, increased consistency across marketing and sales, and robust territory management processes. The solution set is supported on a variety of mobile devices including laptops, tablet PCs, PDAs, and wireless devices. Siebel Pharma Dynamic Sales allows pharmaceutical and biotechnology companies to

standardize on best practices and scale them globally, thus driving consistency of customer experience. Sales processes that can be implemented or improved through use of Siebel Pharma Dynamic Sales include

- Customer profile management
- Improved customer targeting
- Dynamic call planning
- Robust call execution
- Efficient call reporting
- Compliant samples management
- Medical education events management
- Account management
- Rapid territory realignment
- Incentive compensation management

**Sales force efficiency and effectiveness can be improved by understanding the physician's prescribing habits and unmet needs and values, in addition to delivering value-added interactions. This results in increased physician loyalty, higher prescription volumes, and increased market share.**

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. Sales force efficiency and effectiveness can be improved by understanding the physician's prescribing habits and unmet needs and values, in addition to delivering value-added interactions. This results in increased physician loyalty, higher prescription volumes, and increased market share.

### **Benefit from Collective Knowledge with Customer Profile Management**

Siebel Pharma Dynamic Sales allows maintaining robust customer profiles based on collective knowledge from all customer touchpoints, namely primary care sales, specialty care sales, account management, marketing, service, medical liaisons, and more. The profiles are stored in a single database keeping the profiles relevant, up-to-date and easily usable across the enterprise.

*Products: Siebel Pharma, Siebel Pharma Handheld*

### **Focus on Important Customers with Improved Customer Targeting**

Customer targeting is powered by industry-leading analytics capability rendered from within the sales application and usable both online and offline. By taking advantage of robust customer profiles drawn from multiple touchpoints, enriched with syndicated data, pharmaceutical and biotechnology sales representatives can target and focus on the most important customers to deliver productive sales calls.

*Products: Siebel Pharma, Siebel Pharma Analytics*

### **Optimize Field Time with Dynamic Call Planning**

Based on improved targeting, sales representatives can optimize their time in the field by planning the most efficient routes, and be better prepared for customer calls by reviewing a physician's prescription patterns, call activity history across the enterprise, and participation in marketing campaigns and events. Representatives can also review account affiliation and formulary status of products in managed care accounts, study call center interactions, and review call notes and call objectives.

*Products: Siebel Pharma, Siebel Pharma Handheld, Siebel Pharma Analytics*

### **Make High Impact Sales Calls with Robust Call Execution**

Siebel Pharma Dynamic Sales enables high-impact call detailing execution by optimal product sequencing, blending marketing messages based on physician segmentation, including latest formulary updates within managed care plans, efficient samples delivery, and electronic signature capture.

*Products: Siebel Pharma, Siebel Pharma Handheld*

### **Reduce Time for Administrative Tasks with Efficient Call Reporting**

Leveraging devices such as the tablet PC or PDAs, sales representatives are able to capture signatures, and complete call reporting and other administrative tasks, while in the field—thus freeing up personal time after field visits.

*Products: Siebel Pharma, Siebel Pharma Handheld*

### **Remain Regulatory-Compliant with Samples Management**

Siebel Pharma Dynamic Sales enables a fully functional samples management solution covering samples allocation, samples receipt and transfers, samples disbursement, inventory tracking, and sample reconciliation. Samples management capabilities fully support regulatory requirements and provide a simplified sampling workflow for users and administrators.

*Products: Siebel Pharma, Siebel Pharma Handheld, Siebel Samples Management*

### **Improve Physician Experience with Medical Education Events Management**

Using prebuilt best practices, companies are able to improve sales representative productivity and physician experience. Processes enabled include medical education event planning, budget allocation across sales teams by products, session and supplies planning, invitee list creation and registration, speaker management, and analysis of event ROI.

*Products: Siebel Pharma, Siebel Pharma Handheld, Siebel Medical Education, Siebel Pharma Analytics*

### **Manage Multiple Account Types with Account Management**

Siebel Pharma Dynamic Sales empowers account managers across provider, payor, trade, employer, and government accounts. Key processes such as account business planning, opportunities and formulary management, P&T committee relationship management, managed care pull-through planning, and execution and account business analysis are supported.

*Products: Siebel Pharma, Siebel Pharma Handheld, Siebel Managed Care, Siebel Pharma Analytics*

### **Realign Sales Territories Rapidly with Territory Management**

Pharmaceutical and biotechnology companies can rapidly realign their sales resources based on market opportunity and analytics insight. Territory management enables creation and modification of sales territories using complex criteria, maintenance of alignment and territory hierarchies, creation of minor and major realignments, “what-if” scenario planning, territory balancing, and territory activation on a predetermined future date.

*Products: Siebel Pharma, Siebel Territory Management, Siebel Pharma Analytics*

### **Gain Flexible Compensation Support with Incentive Compensation Management**

Siebel Pharma Dynamic Sales includes robust and flexible support for incentive compensation processes, from program design to reporting, allowing companies to dynamically develop, administer, manage, communicate, and pay-out on their incentive compensation plans with the highest level of effectiveness. Key processes enabled include Modeling and Forecasting, Administration, Analysis and Access, Communication, and Governance. In addition, by providing visibility into the entire compensation process, Performance Optimization enables organizations to maintain tight control over compensation, eliminating compensation surprises, and ensuring compliance with regulatory requirements such as Sarbanes-Oxley.

*Products: Siebel Pharma, Siebel Incentive Compensation Management, Siebel Pharma Analytics*

### **Provide Key Capabilities with District Manager Support**

Siebel Pharma Dynamic Sales provides key capabilities for effective first line, second line, and executive management. District Managers have prebuilt dashboards focusing on key performance indicators of their territories with prebuilt drill downs to view physician level information for call activity and prescriptions. Sales Managers can easily identify areas that need improvement, and create and communicate action plans to team members. Siebel Pharma Dynamic Sales also serves as an effective sales representative coaching tool.

*Products: Siebel Pharma, Siebel Pharma Analytics*

**Other Siebel Solution Sets for  
Pharmaceutical / Biotechnology Industry**

**Closed Loop Marketing  
Clinical Trial Management  
Customer Centric Service  
Customer Data Integration**

**Select Customers Using Dynamic Sales**

**Amgen  
AstraZeneca  
Boehringer Ingelheim  
Eli Lilly and Co  
GlaxoSmithKline  
Johnson and Johnson  
Novartis  
Organon  
Pfizer  
Takeda Pharmaceutical  
Wyeth**

## **CONCLUSION**

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. Sales force efficiency and effectiveness can be improved by understanding the physician's prescribing habits and unmet needs and values, in addition to delivering value-added interactions. This results in increased physician loyalty, higher prescription volumes, and increased market share.

Oracle's Siebel Pharma Dynamic Sales improves sales effectiveness by providing pharmaceutical and biotechnology sales organizations with a robust set of applications that enable best-practice sales processes. The solution set supports offline analytics for improved physician targeting, rendered within the sales application to help turn insight into action. Improved targeting helps identify the right customers, integrated marketing communications allows delivery of the right message, at the right frequency and channel, while the use of tablet PCs and handheld devices promotes efficient call reporting.



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