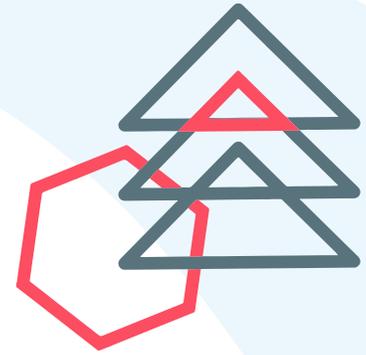


## CASE STUDY

# Genetic testing company expects \$35M revenue growth in year one with precise, real-world HCP insights



## Overview

A leading genetic testing company lost a fifth of its revenue during the COVID-19 pandemic. Commercial leadership of the oncology and urology businesses had to re-think the old approach to health care provider (HCP) targeting and messaging, which was based on past ordering volume, feedback from the field team, and market research. They needed real-world HCP insights to accelerate sales.

In early 2022, they implemented Clarify Segments, a cloud-based analytics software, to tackle these priorities. The software queries 300M+ patient journeys to uncover the real-world behavioral and treatment patterns of any HCP.

This case study highlights the business impact achieved in the first five months since go-live.

“  
*With Clarify, we have access to insights we've never had before. We discovered that we had only been targeting half of our top opportunity providers. I can't believe we were only calling on a portion of our highest priority customers.*  
”

**General Manager, Urology Business Unit**

## Key business questions answered



### Who are the biggest competitive threats?

The sales and marketing teams built more differentiated counter-messaging using insights into the competitive brand use of each HCP.



### Where is the biggest untapped HCP opportunity?

Sales leadership uncovered thousands of high opportunity HCPs they had not previously been targeting with precise rankings.



### How can sales reps have more effective HCP interactions?

Reps became better at detailing because they had insight into each HCP's patient panel and use of competitor products.

## Enterprise-wide rollout

The company was able to achieve a seamless and quick rollout by partnering with Clarify’s implementation and customer success teams. During implementation, each of the company’s department leads defined their requirements, and the software was configured to showcase the exact visualizations they wanted. Additionally, the leadership team worked with Clarify’s experts to ensure the new real-world insights complemented their existing market research.

At five months post go-live, over 200 users had completed training and integrated the real-world insights into their workflow.

1

**Business unit leaders** built more precise sales targets and strategy

2

**Marketing** improved segmentation and messaging for campaigns

3

**Sales managers** ensured reps were focused on the highest priority HCPs

4

**Sales reps** delivered more personalized HCP messaging

## Business impact

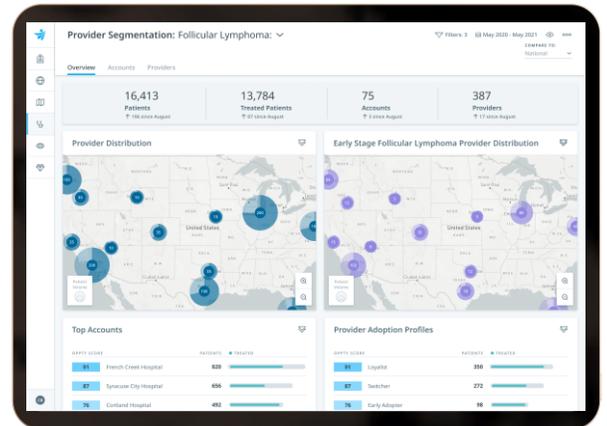
The company expects to **achieve \$35M of incremental revenue** in year one by gaining market share in two ways:

### More effective sales calls

The sales reps no longer ‘fly blind’ during conversations with HCPs. In the past, the commercial team relied on market research, competitors’ public quarterly reports, and “word on the street” intel to guide messaging. **Now, sales reps are using on-demand HCP-level insights about competitor product usage to get into competitive sell conversations faster.** They also have access to insights about each HCP’s patient panel (including clinical and SDoH characteristics) to build targeted messages. Insights from the software are pushed into the company’s Salesforce instance, providing a simple user experience.

### More precise HCP targeting

Sales leadership used Clarify’s HCP opportunity scores to uncover that they had only been targeting half of the top opportunity HCPs (and in some geographies, a quarter). The scores incorporate patient and procedure volume, test ordering, and competitor mix to precisely rank HCPs by their real-world opportunity to prescribe. **After seeing the HCP target list, the head of commercial operations said, “How on earth had we only been calling on half of the highest priority customers?”**



### About Clarify Health

Clarify Health is an enterprise analytics and value-based payments platform company that empowers life sciences companies, payers, and providers to deliver better care, therapies, and outcomes with actionable patient journey insights. Life sciences companies use Clarify’s cloud-based software for healthcare analytics and real-world evidence (RWE) to accelerate patient recruitment for clinical trials and drive faster brand adoption at launch and beyond. It delivers on-demand insights with unprecedented speed and precision. Learn more at [clarifyhealth.com](https://clarifyhealth.com).