

■ CASE STUDY

Genetic testing company identified \$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 rethink 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.

The company worked with Clarify to tackle these priorities. The software queries 300M+ patient journeys and over 20B encounters to uncover the real-world behavioral and treatment patterns of any HCP.

The study transpired over the first five months from the go-live date.

"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. Each company's department leads defined their requirements to showcase the exact visualizations that were required. 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:

More effective sales calls

In the past, the commercial team relied on market research, competitors' public quarterly reports, and word-of-mouth 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 SBDoh characteristics) to build targeted messages. Insights are pushed into the company's Salesforce CRM instance, providing a simple and consolidated 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 receiving 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?"

PROVIDER SEGMENTATION:

Follicular Lymphoma

16,413 Patients

↑ 196 SINCE AUGUST

13,784 Treated Patients

↑ 87 SINCE AUGUST

75 Accounts

↑ 3 SINCE AUGUST

387 Providers

↑ 17 SINCE AUGUST

About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.