



ADVANCING HCP ENGAGEMENT WITH DATA-LED INTELLIGENCE FOR A LIFE SCIENCES LEADER

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



A prominent Life Sciences company was struggling to drive meaningful HCP engagement and data-backed marketing decisions due to fragmented systems and siloed insights.

Disconnected datasets from sales reps, CRM tools, and events.

Lack of a unified HCP view hampers segmentation and targeting.

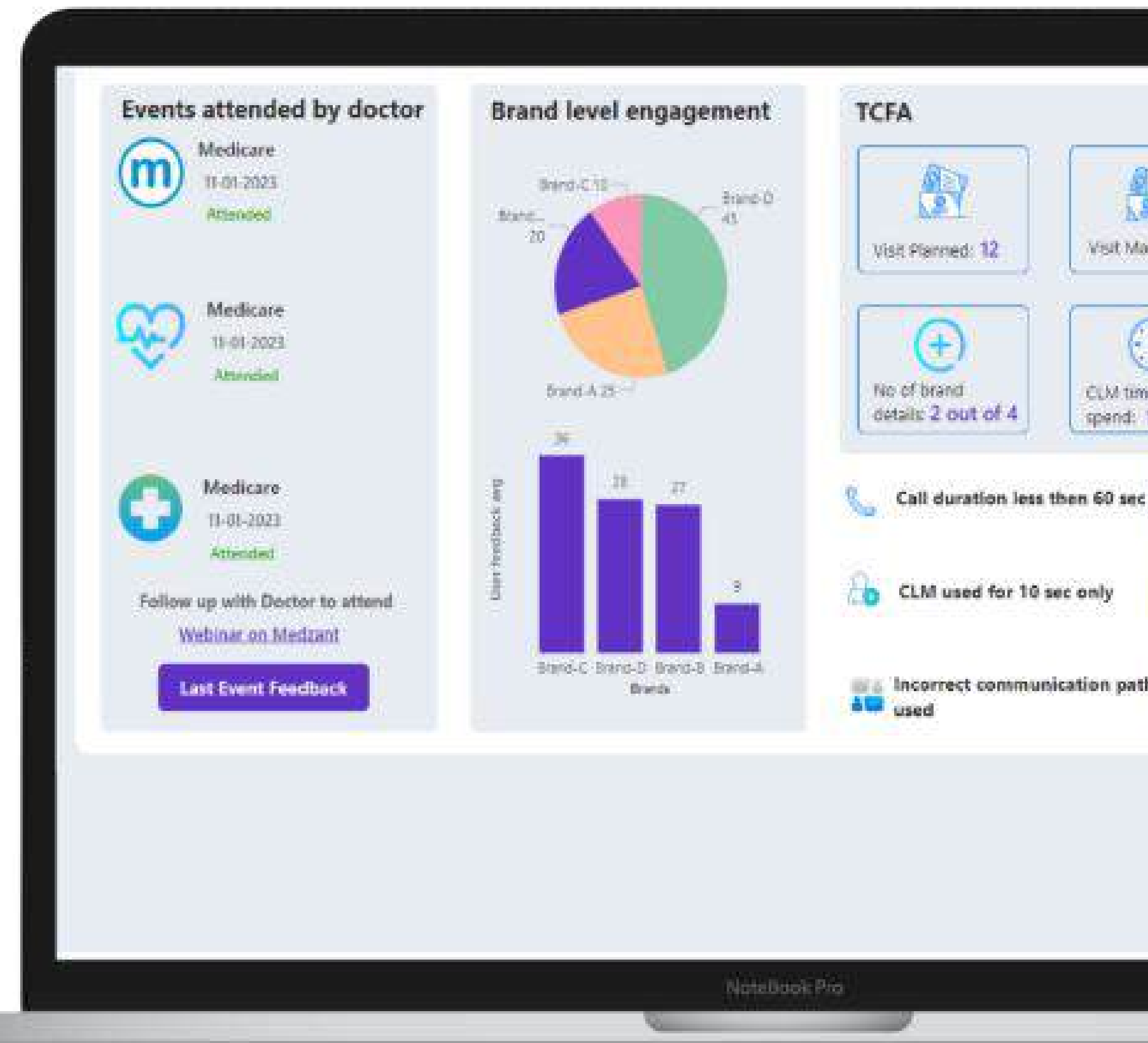
Manual tracking delays follow-ups, impacting sales and therapy.

Can't measure engagement ROI or regional value.



INT. deployed an **Advanced Data Management & Analytics framework** layered with a tailored HCP 360° Dashboard to deliver deep, real-time engagement intelligence.

- ✓ **Data Lake Integration:** Deployed across CRM, call logs, Rx patterns, event platforms
- ✓ **Infra as Code:** Unified view of HCP profiles, engagement touchpoints, and brand affinity
- ✓ **Policy-as-Code:** Tracked rep-wise and brand-wise interaction effectiveness
- ✓ **Orchestrated Deployments:** Segmented Rx lift by event, rep, and territory



Process Followed

01

Data Discovery

Identified critical gaps in HCP behavior, Rx attribution, and rep activity logs

02

Data Unification

Built a pharma-compliant data lake connecting all engagement sources

03

Dashboards

Delivered persona-based dashboards (Rep, Manager, Brand Lead)

04

Advanced Analytics

Applied predictive modeling for next-best-action and churn risk

05

Adoption Enablement

Trained field teams to operationalize insights across sales zones

25%

lift in targeted HCP engagement via personalized rep actions

Real-time visibility across campaigns, events, and touchpoints

18%

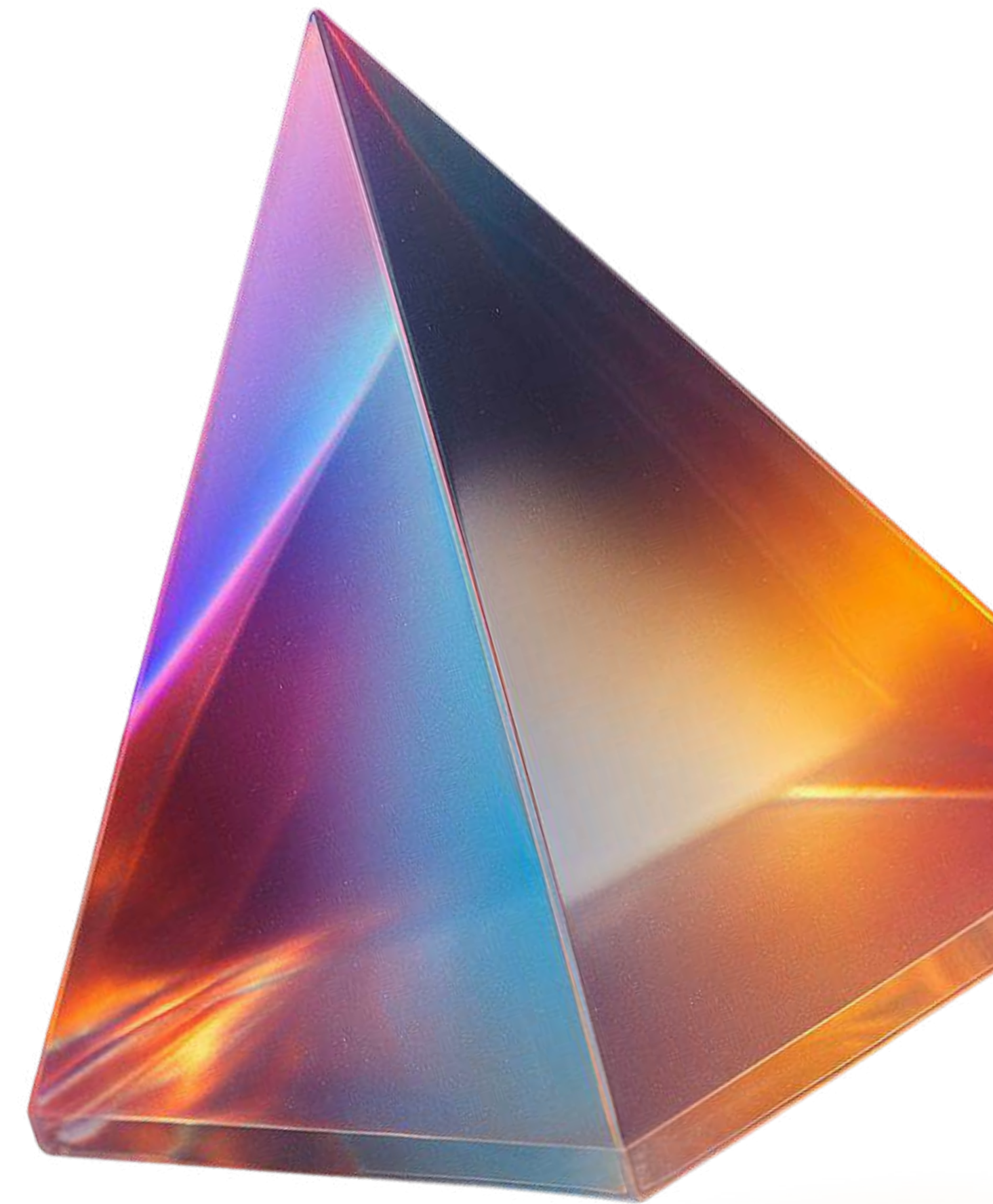
increase in brand prescriptions from high-affinity HCP segments

Smarter territory planning based on GEP trends and therapy-specific analysis

30%

improvement in rep productivity through focused engagement planning

Compliance-ready analytics aligned with global healthcare data privacy norms





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1000+ Professionals

45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

