CREATE AND MANAGE LEVELS OF CUSTOMER AFFILIATIONS
CLIENT NEED

An Oncology client wanted to evaluate their key account strategy in prostate cancer and understand how Oncologists and Urologists are affiliated to various cancer centers, the organizations that manage them, and ultimately, GPOs that manage purchasing for these centers.

OUR SOLUTION

There is no reliable information available that can be directly sourced for MD affiliation. 159 leveraged affiliation information available from public data sources (via web scraping, manual validations and structured databases) in a user-friendly platform for field input and validation that resulted in a comprehensive affiliations database that was able to map about 93% of the business to the relevant organization.

OUR APPROACH

- Collect affiliation information
  - Conducted extensive web scrapping to build affiliations for the top accounts from public data sources

- Build platform
  - Preload platform with all accounts and key MD targets to offer the field a simple interface to select an account and search for MDs and link them with one click

- Finalize affiliation database
  - Complete database with parent-child account mapping and account-MD affiliations and develop reports showcasing performance at key account level

PROJECT OUTCOME

- Delivered a comprehensive and validated affiliation tool that provided sales leaders and their teams valuable insights in supporting business planning

- The information allowed the field to be more effective in targeting by understanding the influence of parent accounts and leveraging
Author: Deepak Gopinath | Principal

Deepak Gopinath is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 11+ years experience in Life sciences (Pharma, Biotech, and Medical Devices) advising senior leaders on sales strategy, go to market strategy, marketing analytics and sales operations. Prior to joining 159, he worked at ZS Associates where he led a broad range of sales and marketing engagements and setup the offshore B2B team. Deepak has an MBA from the Ross School of Business, University of Michigan and an undergraduate degree from the Indian Institute of Technology, Madras.

deepak.gopinath@159solutions.com