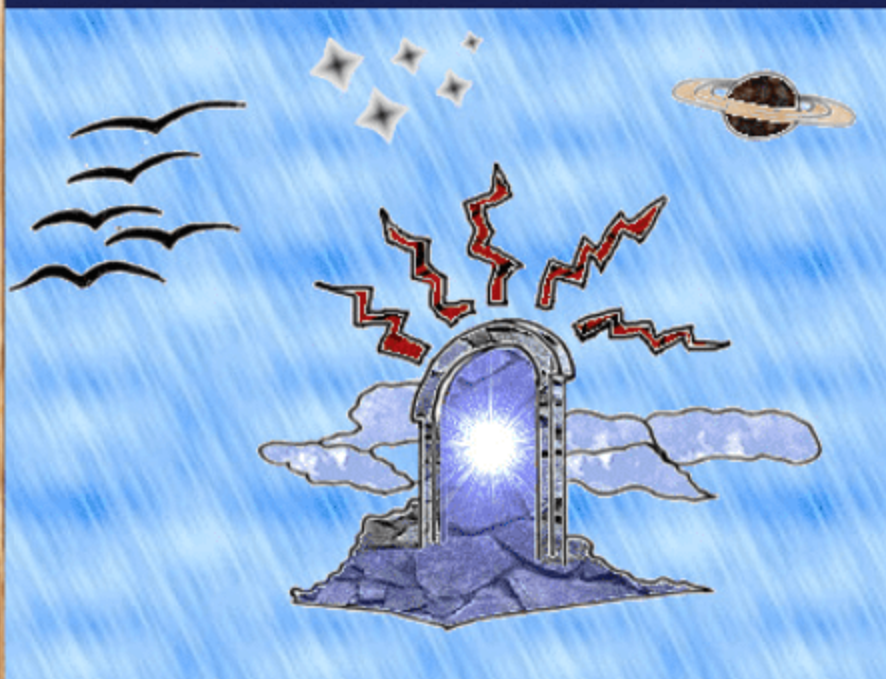# New Targeting Paradigm for SP, Rare Disease, and Oncology - Alerts, Triggers, and Pop-Ups

Jean Patrick Tsang, PhD & MBA (INSEAD)

Bayser Consulting
4709 Golf Rd, Suite 803, Skokie, IL - 60076
Tel: (847) 920-1000   Email: bayser@bayser.com
Web: www.bayser.com

Until very recently, decision making in our industry has always proceeded in 3 distinct steps. Step 1 collects information through Claims, EMR, Product Shipments, and the like. Step 2 analyzes the data for trends and patterns and determines which interventional tactic (e.g., rep calls, sample drop-offs, dinner meetings, etc.) is best suited for a given trend or pattern. Step 3 ensures the proper deployment of the intervention based on the behavior that is exhibited.

A new trend is emerging and it collapses steps 1 and 3. While the data is being collected, it is scanned for trends and patterns and if the HCP (Health Care Provider) exhibits an inventoried behavior, action is taken immediately. The aim cannot be clearer. It is to align the behavior of the HCP with the interest of the manufacturer that hired the data collection entity to collect the data on its behalf.

This new trend first appeared among GPOs (Group Purchasing Organizations). Oncologists are always on the look-out for a good deal on cancer products they purchase on behalf of their patients (buy and bill) and turn to GPOs for that. The GPO installs a medicine cabinet in the practice of the physician and each time the HCP reaches into the cabinet (after typing in a code), a signal is sent to the GPO for replenishment. Here is what's interesting. The GPO quickly realized that it could sell these inventory management signals as Site Alerts to pharma companies after a little repackaging. Indeed, the signal makes a stop at the EMR, picks up relevant information on the patient (e.g. drug history, diagnosis, co-morbid conditions, lab results) before being forwarded to the manufacturer. Once at the manufacturer's, the signal gets dispatched to the rep that covers the geography of the physician practice that triggered the alert. Shortly after, the physician is amazed by the perfect timing of the rep knocking at the door.

This alert technique is not limited to supply chain management entities although they are the ones who invented it. Claims data vendors followed suit as they sit on truckloads of data. They took a higher-brow approach and hailed the benefits of real-time predictive analytics. Triggers are generated when patients present inventoried trends and patterns just like credit card companies zero in on suspicious activity to combat fraud.

Yet, another variation on the theme is the portal of the EMR. It ups the ante by slashing the time lag between pattern recognition and intervention. As soon as the HCP inputs a piece of information in the EMR that turns the physician into a qualified target, the EMR serves up a pop-up window to the HCP, prompting the HCP to take action. If the HCP consents and opts in, the physician officially crosses the firewall that stands between the EMR and the manufacturer, and the manufacturer is now free to openly go after the HCP.

Now is a great time to master and deploy such tactics. We can help you take advantage and leverage such a technology in no time. The first mover advantage has never been so real, so do not such a wonderful opportunity slip through your fingers.

JP Tsang, PhD & MBA (INSEAD)

Founder & President

Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.

In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or bayser@bayser.com.
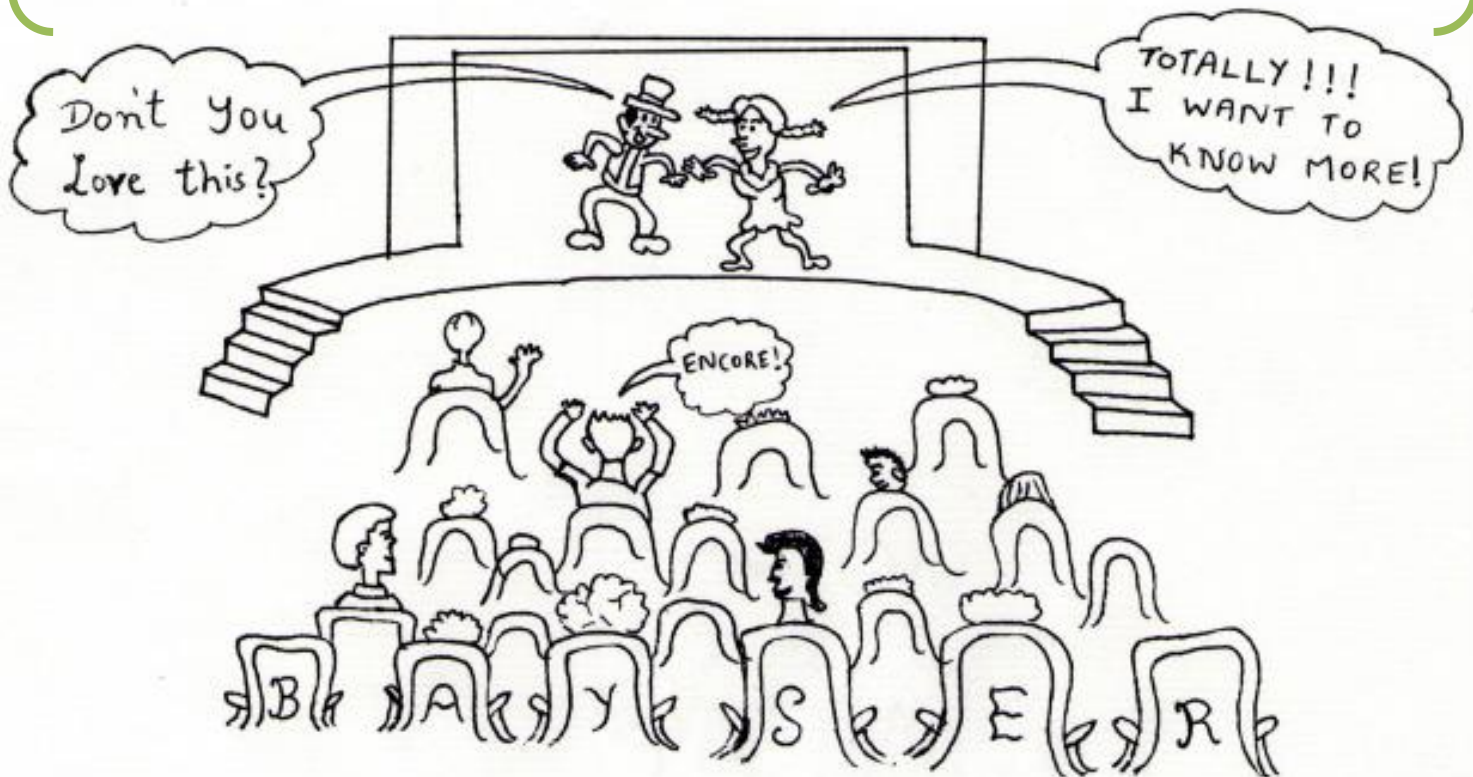
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