**Transcript**

18 July 2025, 02:14pm

 **Khushboo Sharma** 0:03  
So we did a validation analysis for kasimta along the lines of understanding if a patient. So this is not a patient, sorry, I am doing a patient analytics. So for mixing upwards. So if an HCP if we see for an HCP for 2 HC PS, they we have done the fast. And if we now identify.

 **Rohan Bhatia** 0:03  
Right.  
Correct.

 **Khushboo Sharma** 0:22  
This is actually not the first question, but along the lines if you identify there are 2 HC PS who have similar car scores across the Earth. And then if there is an HCP who I will just actually pull it up for explanation rather than speaking.  
OK.  
It.  
OK.  
So if for example I am talking about 28 cities which have similar task cause and the objective is the from the efficiency of promotions point of view. So how does car beacon into understanding?  
Whether our score is can be helpful while also understanding thus the efficiency of calls improve when we see that the cars scores are also changing. So that was kind of an objective. We did a very rough analysis.

 **Rohan Bhatia** 1:21  
Ohh.  
Pushpu, I am sorry my my I lost connectivity. Could you maybe repeat the statement?

 **Khushboo Sharma** 1:32  
Yeah, I I have been having some my concerns. Is it better now?

 **Rohan Bhatia** 1:38  
Yeah, it was my Internet.

 **Khushboo Sharma** 1:40  
OK. OK, OK, alright. So let me share the screen as well and just not able to find that deck.  
For the 11 slides.

 **Rohan Bhatia** 1:50  
OK.

 **Khushboo Sharma** 1:54  
Yeah, definitely. Sure.  
OK.  
Let me know once my screen is up please.

 **Rohan Bhatia** 2:06  
It is, yes.

 **Khushboo Sharma** 2:07  
OK. All right. Now, So what we tried to do here was we just wanted to understand the effectiveness of calls by taking into account different car scores at an HCP level. So there are few layers at cars. So we normally we get the final car scores averaged out for an year, but we also get the.  
Monthly cars scores available at an HCP level, so that would be relevant in this exercise and what we are trying to see is HC PS which have high cars cost, which is throughout the year. It should not just happen that they switch their access situation or basically the cars situation in the middle of the year. So this should have access.  
Similar cars across the year and for one cohort, we found whether if they had, if we saw from an historical data point of view, if we see that the calls were increasing from one point to the other and the other cohort is where HC PS have low car scores.  
And similarly, if they the calls was increased from one level to the other. So the idea between these 2 cohorts is they both have seen that they both have similar calls to begin with in one part of the year. And then in the next part of the year, they we have seen that their calls were increasing.  
The difference between these 2 cohorts is one just has higher cars score, which we can say that from every way absolute or relative way, they just have better access and the other has lower access again.  
From a more 360 viewpoint, and then we try to compare these 2 cohorts by doing multiple partitions of data wherein lets say we are talking about specific lets say high potential patient HC, PS or low potential looking at them separately as well as different call cards.  
And so the objective was to consider the the idea from this would be to help the sales force understand that yes, when in line with the, when we have seen that the car scores are better for HC PS as per our model for which the car scores were better.  
We do see that they have higher responsiveness to increasing calls as opposed to. So this was the hypothesis. This is what we were trying to test through this exercise. And we did see that happening as well that HC PS which had higher car scores.  
Also saw a larger responsiveness or I would say more increase in the share, so we were not, we were not cap, we were not checking the increase in sales but rather the change in market share in the same H1 to H2. For example as we have here.  
So this can be a feed to the sales force, essentially helping them understand the importance of cars in seeing that the the cars actually does play a role. And if you focus on increasing calls for such HC PS or improving your targeting on HC PS which have higher cars.  
You would see better responsiveness. I will just take a pause. I have said a lot there are. There might be some questions please let me know.

 **Rohan Bhatia** 5:18  
No, not right now. No questions from me.

 **Khushboo Sharma** 5:22  
OK. OK. OK.  
So. So yeah, so this basically bakes into the if we want to bake it into the A G genius data not exactly in the A G genius data in the A G genius we we have talked about. So we had discussions, Chris and I where we.  
Discussed about how the the sales force may have knowledge of how is the access of this HCP from a kisimata perspective, but not from a product perspective. Other product competitor perspective. So a cards standalone gives that visibility the to.  
To the HCP for for to the sales force for all the HC PS in the target list Andover and beyond that we can also provide the based on such kind of an analysis. This was a very rough validation analysis we we just did one or 2 experiments on this and we never.  
Actually got to show this to the clients because we never completed the project post wrapping up cars and a GM. But the thought here was to give incentive to Salesforce into using these cars index.  
Cars scores by tying them back towards the effectiveness of calls.

 **Rohan Bhatia** 6:44  
One question Khushboo.

 **Khushboo Sharma** 6:46  
Yeah.

 **Rohan Bhatia** 6:47  
So is effectiveness tied against calls or there can be another metric as well? It can be tied against?

 **Khushboo Sharma** 6:53  
Definitely, definitely. So we will have to account for. So for example, if we see here there I have not maybe mentioned here, but we do try to control. So when I say controlled is as I mentioned, we will be looking into lets say.  
High potential within high potential pool separately. So when we compare to cohorts of Atsp's in as per this example, they should both be high potential and that is one level of controlling the other is that let us say we talk about we know that there are other.  
Parameters which could be influential on HC PS performance. So we bake into those as well as control metrics where we try to compare HC PS which have similar characteristics on the other metrics which I have not mentioned here.  
But that will have to bacon to make this a little more robust as an analysis, as as opposed to what I see I am showing here as an example.

 **Rohan Bhatia** 7:56  
OK.

 **Srikanth Konduri** 8:01  
So guys, if you have to put this as part of our prototyping, let's clarify and couple of things. The data aspect, what kind of data you need from our development team.  
And the terms that are being used by Khushboo here, those are specific to know what is we sold those terms to know what is cars and ATM and we will be using the terms like fast when we are doing it.

 **Khushboo Sharma** 8:20  
Yeah.

 **Rohan Bhatia** 8:20  
Please.

 **Khushboo Sharma** 8:23  
Yeah.  
Yeah.

 **Srikanth Konduri** 8:25  
And a G stands for access genius for understanding of Nilesh and Rohan. Its a tool that gets embedded into Viva CRM system where if a sales Rep logs in they will be able to see the profile of the physician.

 **Khushboo Sharma** 8:29  
Please.

 **Rohan Bhatia** 8:31  
Mm-hmm.

 **Srikanth Konduri** 8:41  
How many patients is writing? What is the access mix of his patients and what Khushboo is suggesting is in that Viva CRM embedded access genius? There also be another metric which is the favorable access score of that HCP. So Rep will know how favorable is this HCP is from the access perspective?  
That will trigger him to may be deliver a customised response that you are already writing good, but you can do better using the a GM index. A GM is nothing but it will benchmark this HCP against other HC PS with the same car score and tries to tease out what is the gap in the share between this LCP and its cohorts benchmark.  
That gap is the potential for us.

 **Rohan Bhatia** 9:23  
OK.  
Correct. Yes, I think that helps.

 **Srikanth Konduri** 9:31  
So for any use case, right? Rohan and Dinesh, you have to be very specific on the data needs to our team on what they need to pull here. Just having a fast core will will not be helpful to test this hypothesis or to create this insight, right. We also need the calls, data.

 **Rohan Bhatia** 9:37  
Hmm.  
Right.

 **Neelesh Singh** 9:51  
Right. That makes sense, yeah.

 **Rohan Bhatia** 9:54  
As of now, Srikanth the data sets that we had received from Karthik and his team, they included of sales data access promotion like we have calls data with us. We have got sales and we have got access. So these were the data sets that we.  
We are using at the moment for the fastest case which we received from the team.

 **Srikanth Konduri** 10:18  
So there are 2 ways whenever you say there is data you need data to create the model and then you need data to test the hypothesis that we are proposing as part of using the model outcomes, right? So Khushboo I am not sure when you are trying to do this hypothesis. Is it before the car score?

 **Rohan Bhatia** 10:21  
Can you?  
Hmm.

 **Srikanth Konduri** 10:36  
Time period or after the curse code is executed and in the future time period you are going to test it.

 **Khushboo Sharma** 10:42  
No. So we did this based on historical data after the car score came out and on the same. As for which we had the car scores. So this would just this is a historical effectiveness check based on at that point in time. This is how the car scores were.  
We saw that in that month or in that year, this is how the CARS score was for that ICP and similarly in that same historical period we saw that there was a performance increase. So this standalone as it is might not come out as a very helpful insight. I mean just the exercise itself. But the insights from the exercise.  
Can tie into the Salesforce the AG genius data as Srikanth just mentioned where we can input these kind of insights as a helpful insight to tie back effectiveness and from historical.

 **Srikanth Konduri** 11:38  
So Rohan, that means the dynamic tracking of effectiveness, not just the retrospective analysis. So in the past 12 months, this is the card score for this HCP and this is his responsiveness to calls versus market share versus other HC PS with calls versus market share because hysterically.  
We did not explicitly tell the field force team or the Rep to make more calls to a guy with more car score, right? It just happened and we happened to pick those samples to draw a hypothesis. But if we are consciously making the decision, then 6 months after implementing the decision, clients will be interested to see.

 **Rohan Bhatia** 12:06  
2.

 **Srikanth Konduri** 12:16  
How is it working?

 **Rohan Bhatia** 12:18  
Right.  
OK. Yes.

 **Srikanth Konduri** 12:24  
So I feel this has extension of fast applications but not the explanation of why fast is good in itself.

 **Khushboo Sharma** 12:32  
Yeah.  
Let me just check. So we Srikanth, I just have another question. So is this, is this agenda GI app specifically for Novartis clients or across every?

 **Srikanth Konduri** 12:44  
No, no, no. That's across our CIA prospective clients and we are trying to pick the brains of folks like you who were deeply hands on and implemented these at various clients.

 **Rohan Bhatia** 12:45  
Hello.

 **Khushboo Sharma** 12:48  
Got it.  
Correct.  
Got it. So the reason I am asking that is because and this could be true for other clients as well, but this is a nuanced use case which is first specifically kesimta in my in the one project which I did, we did it at an account level.  
So normally we have done cars and a GM at an HCP level. Here we included another grain at a, which was at an ID and account level. Now for Kisimta, that was just of more relevance. They are also doing segmentation at account level etcetera. And so they are looking into those details.  
It could be true where there are other products which are more medical claims based and so they do segment, they do promotional activity at an account level. This could come in handy the the future content. If you think I then I can go ahead. Otherwise I can drop that.  
The account level further analysis which we have done.

 **Srikanth Konduri** 13:51  
OK. I'll just add few lines supporting your statement. So what Khushboo is reiterating here is this nuance of HCP level call effectiveness is important for products where account level selling is more important than a physician level selling account. It is not their account, but a hospital or a ID and network.

 **Khushboo Sharma** 13:52  
Few.

 **Srikanth Konduri** 14:11  
And kasimtas usually those help administered it will be initiated in a hospital setting first for the very first infusion, and Ocrevus happens to be its major competitor, which is in medical benefit. Medical benefit is like a lucrative business for physicians.  
They learn a lot of Commission over there just for administering the drug, by marking up the fees to administer, by marking up the fees of octavus. So Kesimta is technically competing with that medical benefit product. And so the strategy of the brand team here is to understand the car score at a account level, not just at a HCP level.  
And that's the reason Khushboo is telling. This context is important, so our agent should also know if it is curating a automatic inside, it should know the context of the product, the competitors, the market, and then agent should suggest this inside.

 **Khushboo Sharma** 14:53  
Yeah.

 **Srikanth Konduri** 15:01  
If the product is in direct competition with the medical benefit product or the product itself is a medical benefit product.

 **Khushboo Sharma** 15:10  
Yeah. Yes.

 **Rohan Bhatia** 15:15  
Alright.

 **Khushboo Sharma** 15:20  
So you know.

 **Rohan Bhatia** 15:20  
OK so.  
Yes, okay. I was thinking something else.

 **Khushboo Sharma** 15:30  
No, I'm. I'm just saying, you know.

 **Srikanth Konduri** 15:32  
We can pause here if it is a medical benefit product because we are trying to do a minimum viable product at this moment and obviously you would assume by now it should be far more benefit within commercial payers.

 **Khushboo Sharma** 15:34  
OK.  
HM.  
Yeah, yeah, yeah, makes sense. Makes sense. So I think then majority of what we did. And so there is one thing, Srikanth, which if we had Karthik or Santosh on the call, we could go through how so for example, for cars itself, the way currently cars is structured, not Sir.  
My bad, not cars, but a GM. If we go to the a GM analysis. So currently how a GM is being done, I will just pull up a few slides Chris had shared with me.  
Is that we look into so for for doing that, we look into the brand.  
Dasile and the market dasile within these 2 cohorts. We then look at the cars buckets to to look at the for comparison of a GM and for basically identifying more potential for a specific HCP.  
Now we had certain thoughts where Brand D cell in itself might be causing some bias in the in the way that we are looking at potential because what happens at the end is if, let us say you have an HCP.  
Who is high market potential but low HCP potential low HCP decide based on writing TRX writing for example. And within that what we try to do is. So even if we try to find potential, we try to find within these.  
Combinations itself. So any HCP who is within the low high bucket kisimpata, low market high even after a GM, we wouldn't find that their market share potential would be higher than what the this.  
This cohort would offer so they will never go above and beyond it. We we try to restrict them and we never try to go above where they could probably go higher than the low. So because this is going to have low market share, this is going to have slightly more market share this cohort.  
Is going to have the highest market share compared when between these 3. So rather than choosing brand dasile as one of the metrics, we can look at it separately as well. So there was a metric which which was discussed in place of brand dasile which is.  
Umm.  
Which is.  
I have phased out, just sorry. Give me one second, I have it.  
And back.  
I can actually share it later. I just blanked out on the metric, so essentially just to just to see how we can make that better in case, for example, trying to capture more potential out of HC PS and not just limiting them to their current writing potential.  
Is what I am just trying to say because whenever we are doing a GM with limiting that they can the maximum that they can go is within the low writing cohort itself, they we are not allowing them to move from low to medium class because that's how the a GM is functioning.  
Because the maximum share that they would have would be the the average of this low class. So yeah.

 **Srikanth Konduri** 19:10  
Alright, just to interject over there. Khushboo. Yeah, whatever you said is technically true, but we need to understand why we are getting into this discussions right from an ideation perspective or from curated insights perspective, the role of AGM is to.  
Elevate the share of HC PS if they are writing less compared to other HC PS with same access positions. Same amount of writing for the product. We are not trying to move the HC PS from a low design to a high design all of a sudden.

 **Khushboo Sharma** 19:41  
Yeah that's right.

 **Srikanth Konduri** 19:42  
That was the principle and the same principle will be applied to our past agent also. Now I think like somehow client might have thought there are a lot of recipes here, but very less potential. What can you do something about it? Creativity comes into picture.

 **Khushboo Sharma** 19:44  
That's right.  
Right.  
Right now.  
Right, but this is where I am saying Srikanth that the metric initially the thought was brand propensity, that was we were trying to understand from that perspective. But rather than doing rather than using brand desire, there was another.  
Metric that we were discussing, which could be a better metric and not even put a bias into the fact that OK, this person has already been writing low, so we are going to assume that we cannot improve the low writing by any nature.  
To so going beyond that and not introducing the brand bias itself using similar metric which which which essentially explains brand propensity but not by using brand style but some other metric.  
Itself. So, because I I understand the idea originally was to compare similar right similar ecip similar profile ecips not similar writing I would say, but similar profile ecips. So rather than looking at it from a brand design perspective, there was there I I.  
I am I apologise for this, but I have completely forgotten, but I will definitely send a message on the chat I have it noted in one of the decks, but I I don't. I think this was the deck, but the idea was.  
Where we if we can enhance and this was never discussed with the internal team. So if that could enhance the model in itself and the the opportunities that we create, it would be a good enhancement if if we if you could just look at it once I find it.  
Is the idea.

 **Srikanth Konduri** 21:38  
OK, yeah. Every nuance is helpful. Khushboo, as we feed more context to the agent. Thanks for bringing that out. There are many ways to look at it. Yeah, lets not go deep into that because the reason they are not writing is because they might be generic lovers or those players just don't have coverage for casinta even if they have coverage.  
The out of pocket burden might be larger by putting a symptom in a Tier 4 or Tier 5 formulary, so we should I isolate these factors right as a drill down analysis? If you think that that makes sense.

 **Khushboo Sharma** 22:10  
Yes, definitely. So we already do the tier or I should say not tier level, but actually cars level drill down there is already there. That layer embedded when we do the a GM as well we create these cars buckets so that takes into account the access positions as well.  
But all I am seeing is from rather than looking at brand aside and limiting them to their original writing potential, we we we can use but I as I space out I I actually would rather send the metrics later.  
And if you think that it has potential, then that would be great.

 **Srikanth Konduri** 22:48  
OK. Alright, Vishwa, that's helpful. So here we are trying to, you know, take a baby steps here, not confuse the agent or our framework with 2 nuanced. We will go with what is tested, experimented and successfully implemented at our clients.  
And then we can then as a Phase 2 or as a version enhancements, we can add in these nuances like there is always scope for ad hoc analysis. Taylor made insights customised to brand context.

 **Khushboo Sharma** 23:19  
Yeah, got it. I get it. I I am just trying to float every idea that I have I had during the project, so that it is helpful.

 **Srikanth Konduri** 23:30  
That's awesome. Probably Neelesh and Rohan. You can use this conversation as inspiration for our other guys to join in at least once in a week or once in 2 weeks with well, you can give them advance time in advance for them to get prepared and come up with these insights, right? This is.

 **Rohan Bhatia** 23:40  
Mm-hmm.

 **Srikanth Konduri** 23:49  
Really beautiful.

 **Neelesh Singh** 23:50  
Yeah, yeah, absolutely.

 **Rohan Bhatia** 23:51  
Correct.  
So just to clarify like.  
Like when thinking about the vision like Srikanth for the fast app for 1.4, are we like I would not want that we are restricting in any way like the design also that we have on the front end if that is something that you feel may not suffice to what we have done with the clients.  
Before so, like if there is any aspect that we have not touched upon, probably so that is what I am thinking of. If we need to also discuss that probably that is also something that we can think about that if there is something that is fast specific.  
And we may not have discussed that yet. Or maybe you do not see that as part of the agents that we thought about right now and some particular.  
The iteration that was done with the client before will not get sufficed with these events.

 **Srikanth Konduri** 24:47  
This is so Rohan. 2 incremental inputs you can take to the data team and to the first product team in general from this discussion is nuances for medical benefit products and nuances for products where the account level influences lot more than the physician level influence.

 **Rohan Bhatia** 24:55  
Mm-hmm.

 **Srikanth Konduri** 25:04  
And that account level influence need not be for medical benefit products. It is applicable for all oncology products. So oncology products have this National Cancer Network guidelines, NCCN guidelines and each hospital has a different guidelines protocol for treating cancer patients.  
Even if access is there or not there, they will first prioritise their protocols and they will try to file in medical exceptions if payer is not accepting those drugs. So I mean if we don't want to truly restrict ourselves right beyond the pharma products.

 **Rohan Bhatia** 25:37  
Good news.

 **Srikanth Konduri** 25:38  
You will have to give this inputs to our product team and face it out accordingly. Medical benefit products and oncology nuances and provider account level insights.

 **Rohan Bhatia** 25:53  
OK.

 **Khushboo Sharma** 26:01  
Yeah.  
No.

 **Rohan Bhatia** 26:07  
I think then with that direction, I think we can send out a note to the other SMEs as well. They can prepare and probably Monday morning Khushboo I can maybe pick your brain for some more time to.

 **Khushboo Sharma** 26:23  
When?

 **Rohan Bhatia** 26:24  
Discuss more about this in detail a little bit.

 **Khushboo Sharma** 26:28  
Definitely. I mean, I would love to. It would be great if others can start the discussion. So I know how in which direction others are going and I can go and understand the flow better.

 **Rohan Bhatia** 26:38  
Right.  
Right. Correct relation. I can discuss that and we will probably send out a note to the other SMEs as well so that we can start getting thoughts from everybody and see what other thoughts do we get. And probably there are other directions that other SMEs are thinking in.

 **Khushboo Sharma** 26:59  
Yeah, yeah. I just have a conflict. I just highlight, which is from 730 to 8, which is a client meeting. So just highlighting that.

 **Rohan Bhatia** 27:08  
Yes.

 **Khushboo Sharma** 27:10  
People.

 **Rohan Bhatia** 27:10  
Alright, of course.  
Make it better mind.

 **Khushboo Sharma** 27:17  
Alright, thank you very much satyawal.

 **Rohan Bhatia** 27:20  
Thank you so much. I will frame out the discussion points and send them out Khushboo. I will reach out to you Monday morning for more discussion then probably we will take it from there. And Nilesh, I will align you as well on what we will discuss.

 **Neelesh Singh** 27:31  
Sounds good.  
Great. Thank you. This was very good session. I I know others did not join, but thank you Khushboo it was very useful. Thank you shikanth.

 **Rohan Bhatia** 27:39  
Yes, correct.

 **Srikanth Konduri** 27:41  
Thank you to you. Bye.

 **Khushboo Sharma** 27:41  
Thank you.

 **Neelesh Singh** 27:42  
Have a have a good weekend, guys. Yeah. Bye.

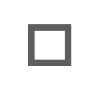
 **Rohan Bhatia** 27:43  
Thank you.

 **Khushboo Sharma** 27:44  
Yeah, like everything.

 **Srikanth Konduri** 27:44  
Thank you too.

 **Rohan Bhatia** 27:44  
Thank you so much.

 **Khushboo Sharma** 27:46  
Thank you.

 **Rohan Bhatia** stopped transcription