

西安杨森
xian janssen



PHARBERS



Customer Insight Tracking

Kick-off meeting

-By Pharbers Technology
2017 June

Content

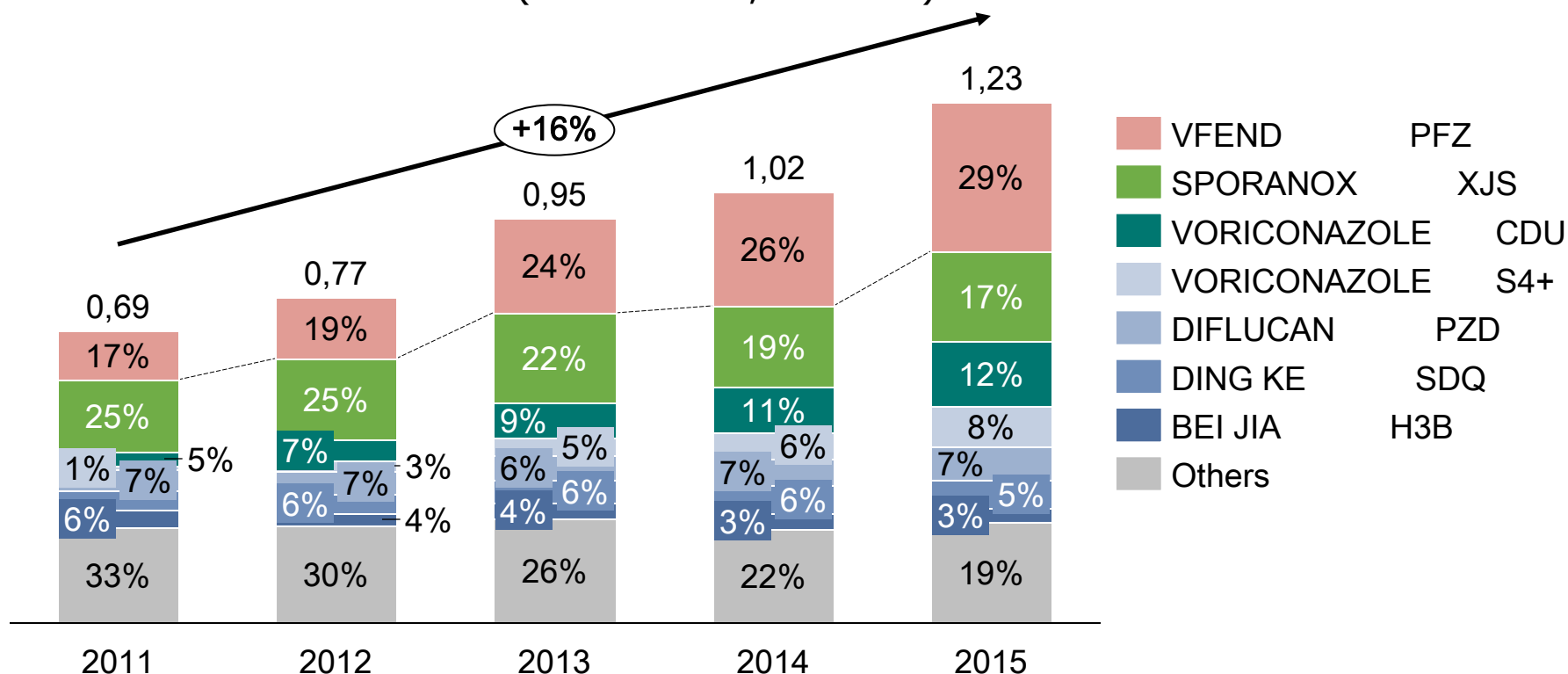
- ➔ • Project Background
 - Project Objective and Approach
 - Timeline



Growth rate for oral anti-fungal market is over 15%.
Sporanox keeps its leading position though it is slowing losing share in this fragmented market

Market Landscape of Oral Anti-fungal Market

(Sales Value, Bn RMB)

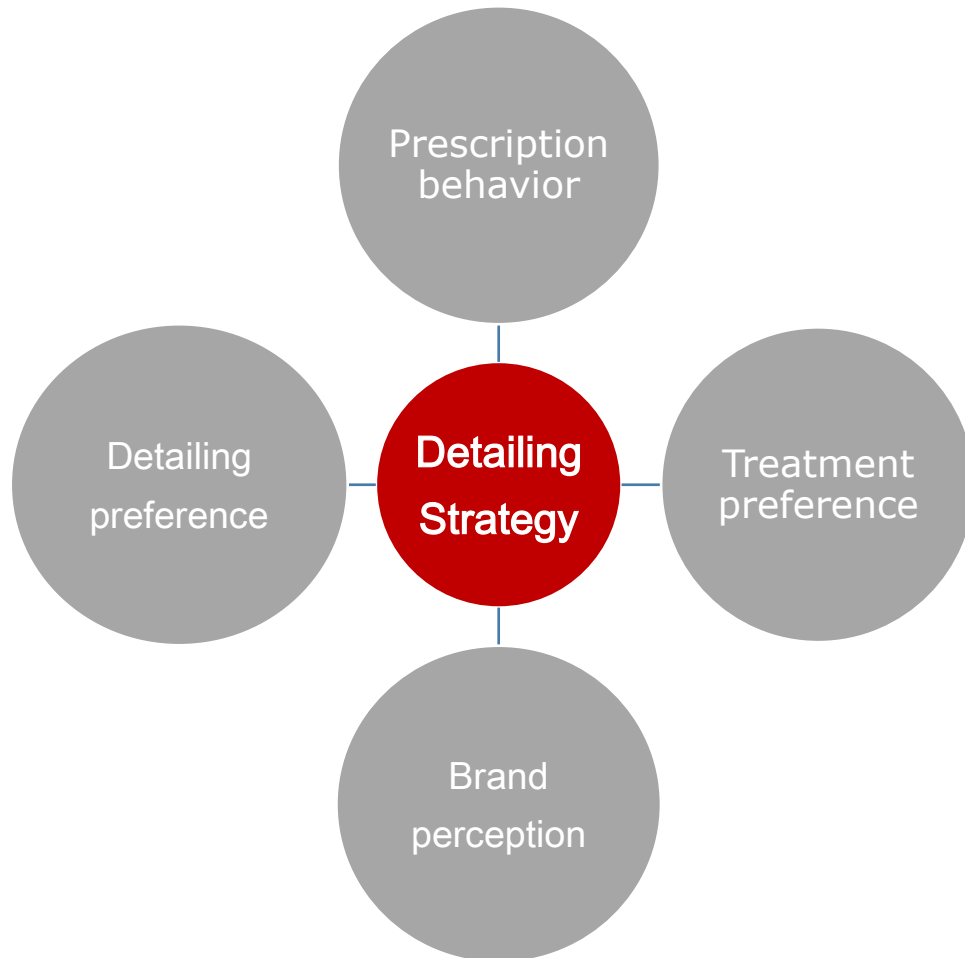


Data Source: IMS CHPA



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An EDA survey tool is equipped to field force in 2016 to optimize detailing strategy with expectation to drive sales



- Physician's perception on disease, treatment, and usage is regularly collected from EDA survey tool to guide detailing strategy
- A regular report to track client's prescription behavior and attitude towards Sporanox is needed in order to derive actionable insights for detailing strategy



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Data mining and descriptive data analysis are conducted for tracking report development

Objectives

Develop regular analysis report to track client's perception progression. Generate actionable insights to drive detailing strategy

Project kick-off

- Kick-off meeting will be held with JNJ to better understand Sporanox business environment
- Collect background information on EDA survey
- Identify available data source and discuss other data requirement

Survey data descriptive analysis

- Conduct descriptive analysis based on physician survey
 - Identify qualified physicians for tracking
 - Identify tracking time period
 - Identify important items to track

Descriptive analysis on additional data items

- Conduct descriptive analysis on data items that could impact physician perception change
 - Meeting, calls, etc.
- Combine survey data with other data items and conduct descriptive data analysis

Final tracking report and online tool development

- Design final tracking report combining insights from data analysis
- Provide online tracking tool for regular tracking purpose



Hold kick off meeting to align project approach, timeline and expectations

Pharbers Team

KICK OFF

Xian Janssen Team

Objectives of the Kick-Off Meeting

- Align on project goals and objectives
- Align project methodology and scope
- Collect relevant in-house knowledge from both parties to be leveraged for the project
- Align data and information requirement

Data/Information request may include but not limited to:

- Product detailed descriptions and product strategy
- EDA survey data
- Call data
- Meeting data

Etc.



Understand EDA survey flow for descriptive data analysis

Prescription behavior and attitude toward different disease

Most frequent fungal disease

Treatment preference

% treated with oral anti-fungal product only

% treated with oral Sporanox

<50%

Concern with the product

Prescription behavior and attitude towards Sporanox

How often do you prescribe Sporanox?

First choice or most often

Most satisfied aspects of the brand

Evaluate or not familiar

Aspects most interested in

Physicians are categorized into 3 groups

Level 1.0

Level 2.0

Level 3.0

Physician's perception progression to 3.0 is an important KPI for tracking

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四个主要方面的描述性分析

1

受访医生概况:

- 每一跟踪时段的医生数目和新增人数
- 所选维度的医生分布，例如，医院等级，大区、医生潜力等级等
- 各观念级别医生的计数及所选维度的分布

2

医生观念进阶情况:

- 每个跟踪时段的医生观念进阶情况
- 观念进阶医生的分布情况

3

推广活动与受访医生:

- 不同观念级别的医生出席不同类型会议的频率及各追踪时段变化情况
- 不同观念级别的医生接受拜访次数及各追踪时段变化情况（可分维度）

4

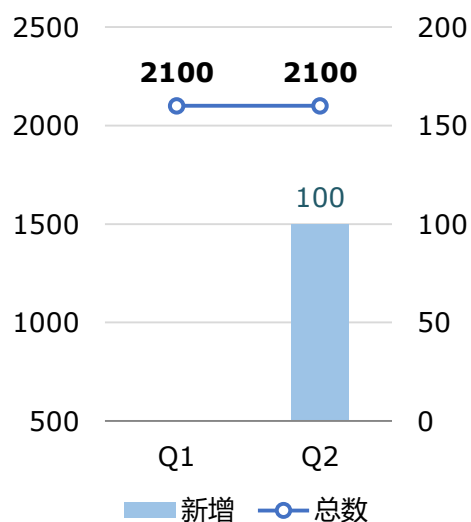
推广活动对观念进阶医生的影响:

- 观念进阶医生出席不同会议的频率及各追踪时段变化情况
- 观念进阶医生接受拜访的次数及各追踪时段变化情况（可分维度）

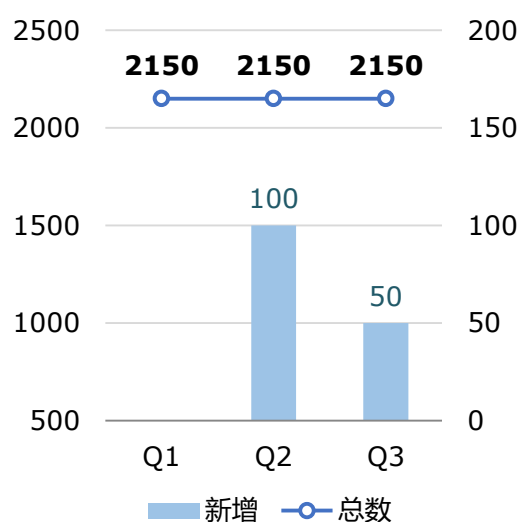
每季度受访医生数目递增情况及总体分析人数

ILLUSTRATIVE受访医生总数及每季度新增人数

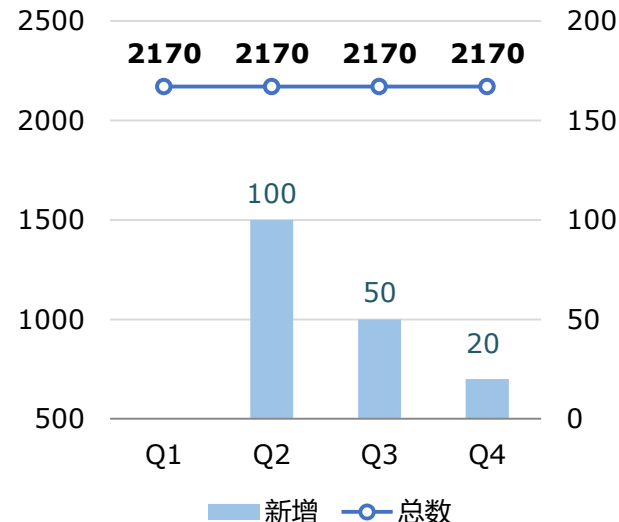
第二季度示例



第三季度示例



第四季度示例

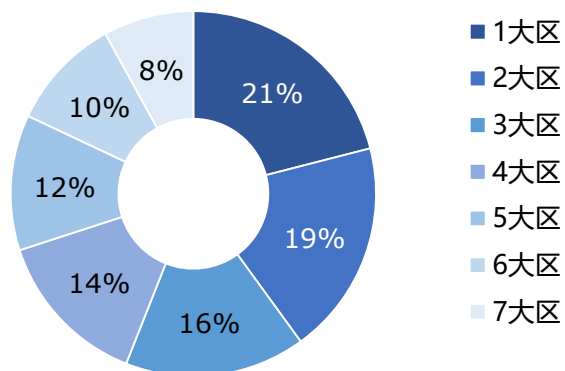


- 每季度的新增受访医生，在前期的观念分级都记为1.0。即在每个季度的报告中，各季度的总分析人数与最新季度总人数相同
- 每个季度的新增受访医生可以单独分析

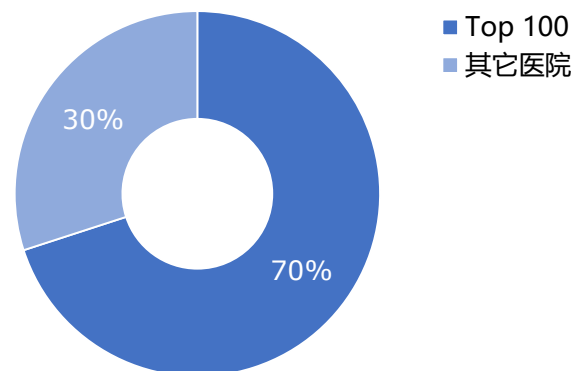
各季度受访医生的总体分布情况

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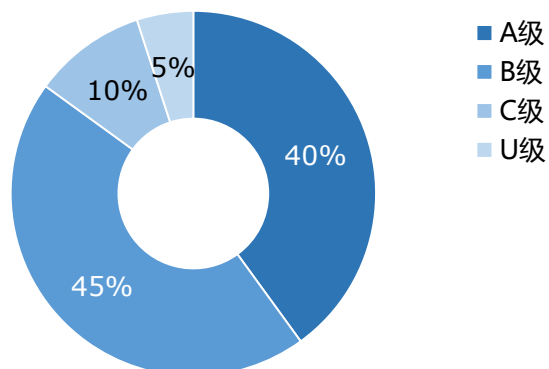
大区分布



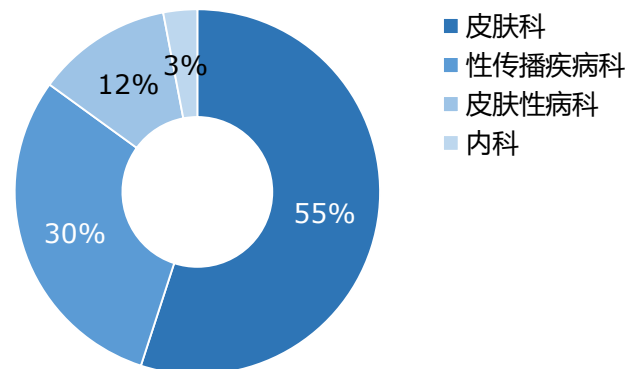
医院等级分布



医生潜力等级分布



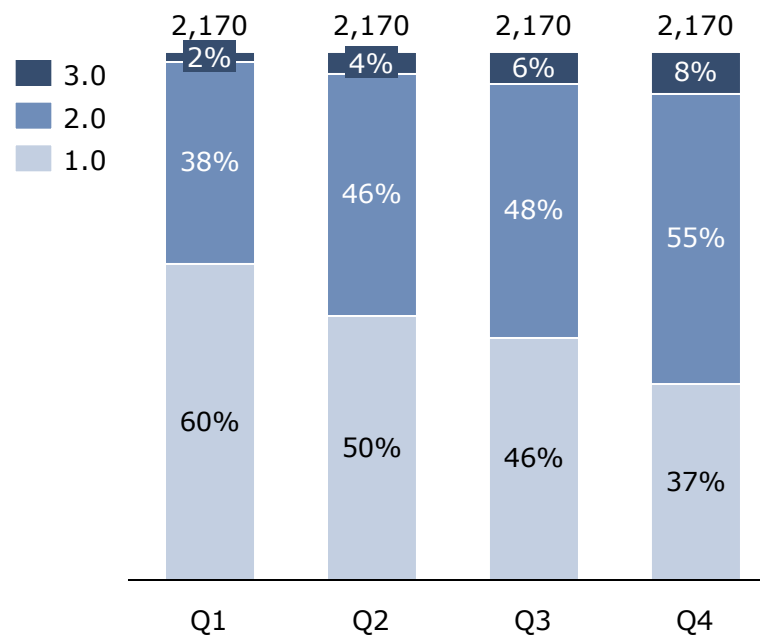
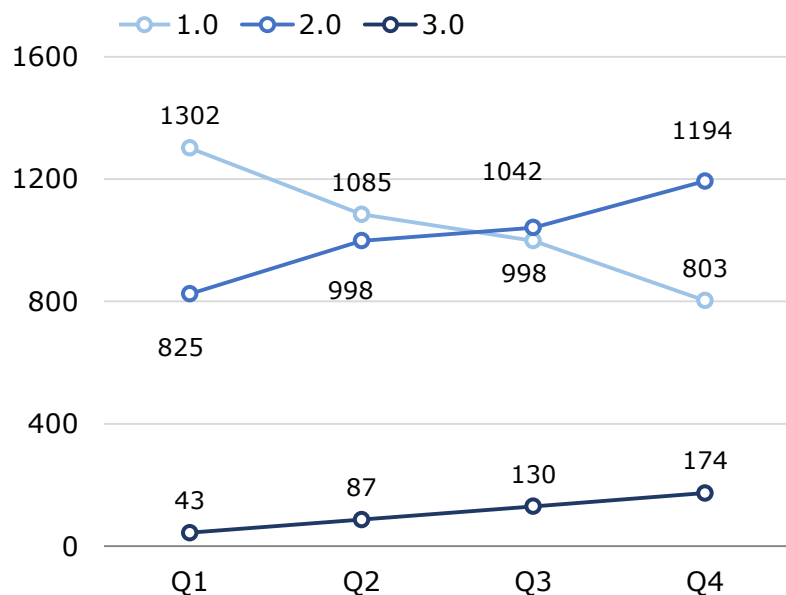
科室分布



每季度各个观念级别的受访医生数目及比例变化情况

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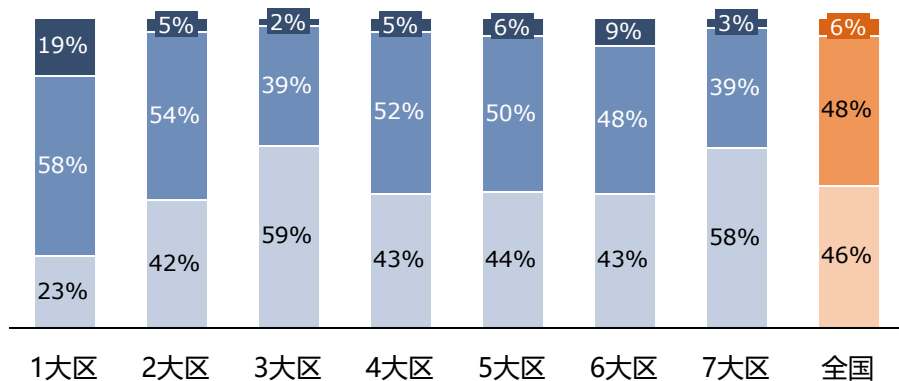
每季度医生观念级别变化情况



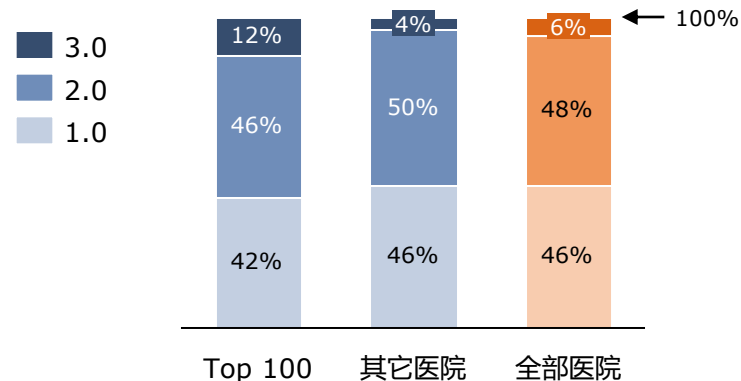
各季度不同观念级别医生的分布情况

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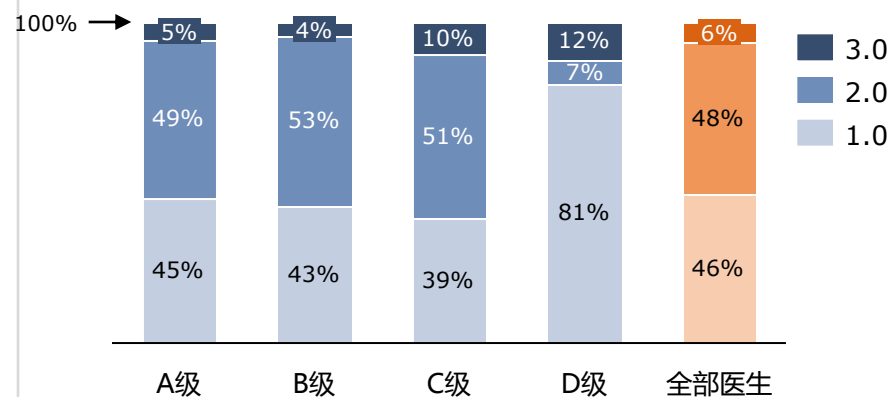
大区分布



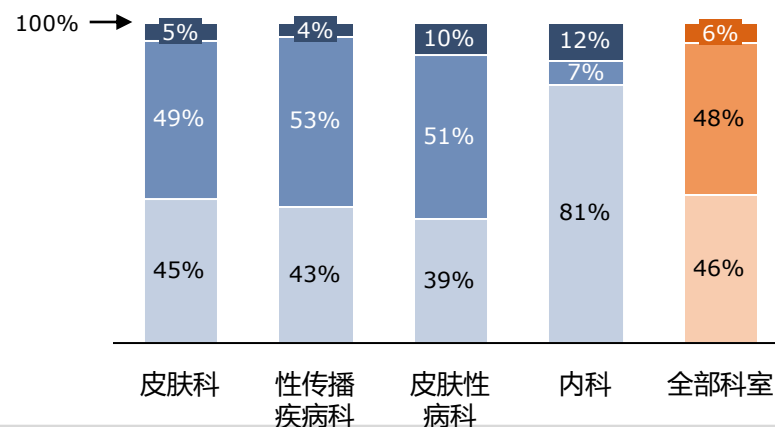
医院等级分布



医生潜力等级分布



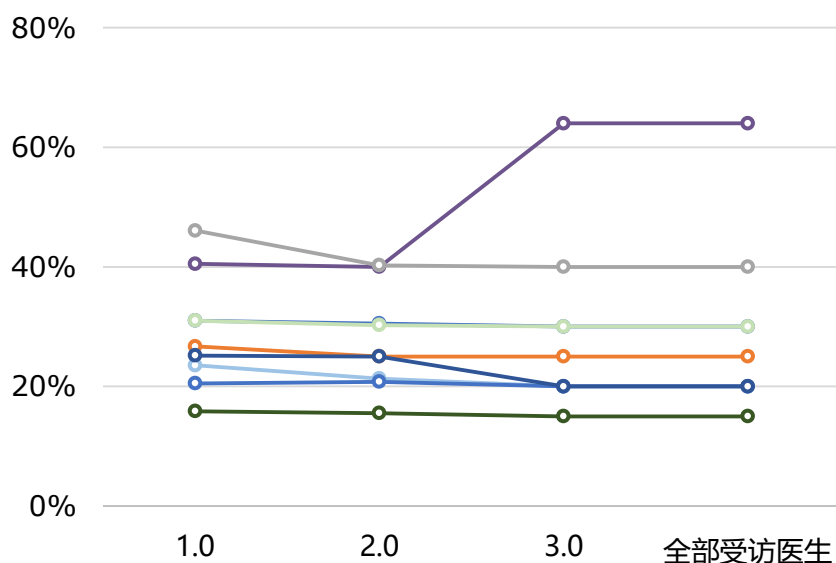
科室分布



不同观念级别医生对斯皮仁诺及其推广活动的接受和认可情况 (问卷第15、16题)

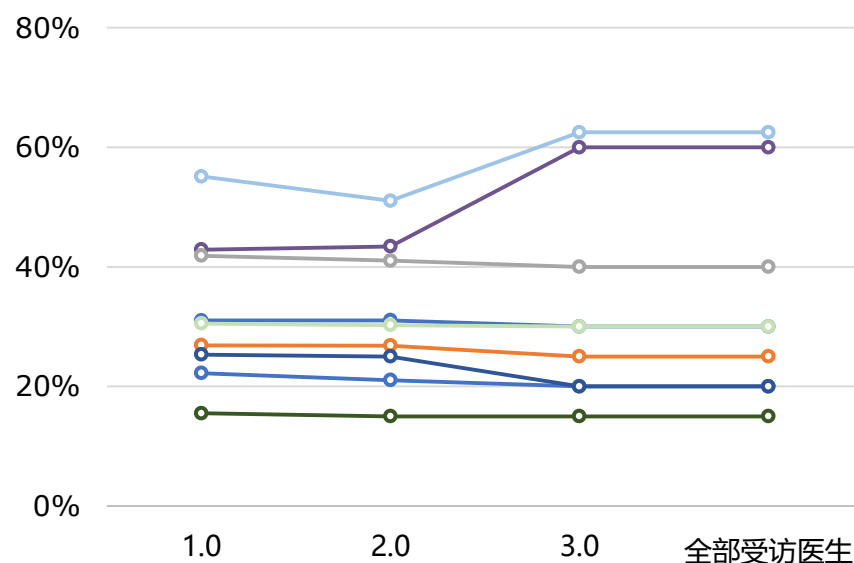
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对斯皮仁诺优势的认可情况



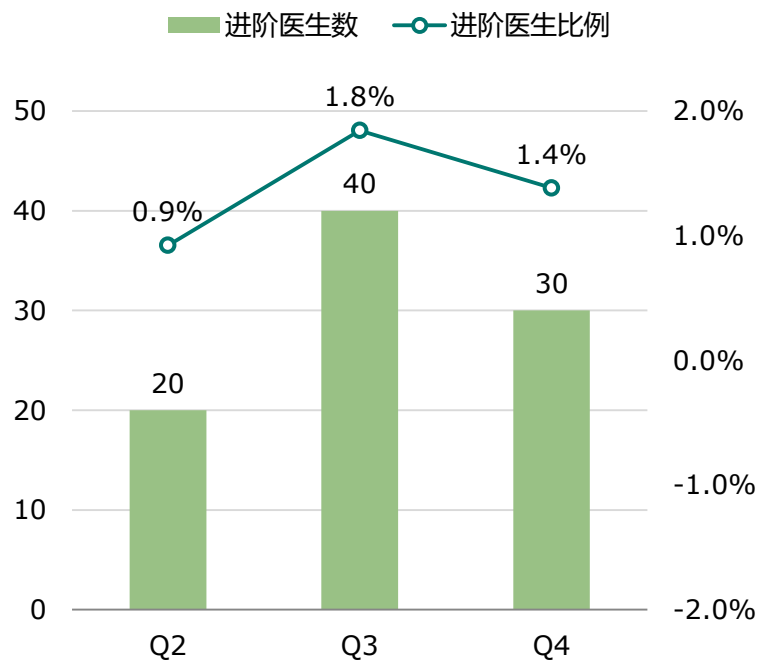
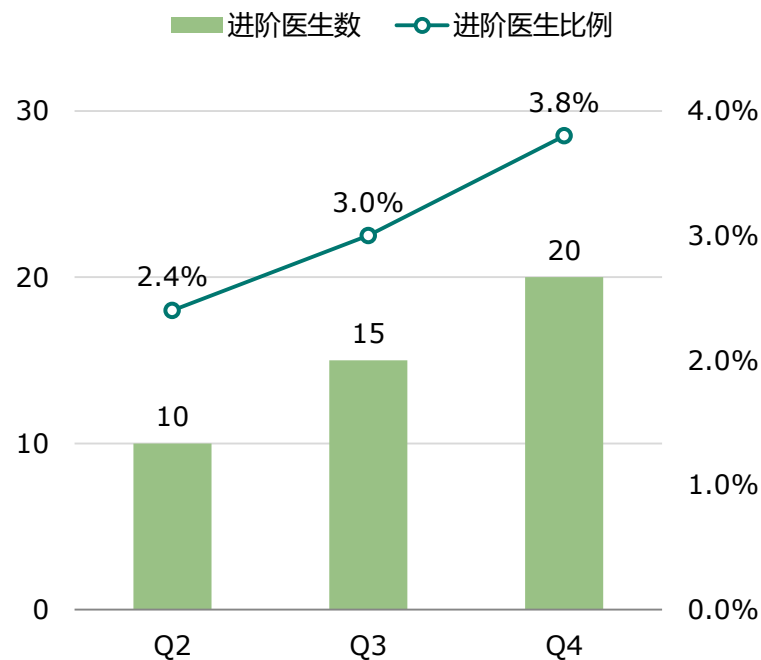
- A、在甲真菌病的疗效
- B、在甲真菌病安全性
- C、广谱高效杀真菌首选
- D、在浅部真菌感染疗效
- E、整体安全性
- F、价格药品经济学合理
- G、品牌知名度高
- H、仅在深部真菌感染有效性
- I、没有特别认可的特性

对斯皮仁诺推广活动接受情况



- A、代表拜访
- B、科室幻灯片
- C、小型圆桌会
- D、跨城市学术交流会
- E、学术性远程网络会
- F、医学会带学分学习班
- G、专家在线文献解读
- H、专家定期在线病例解读
- I、其他

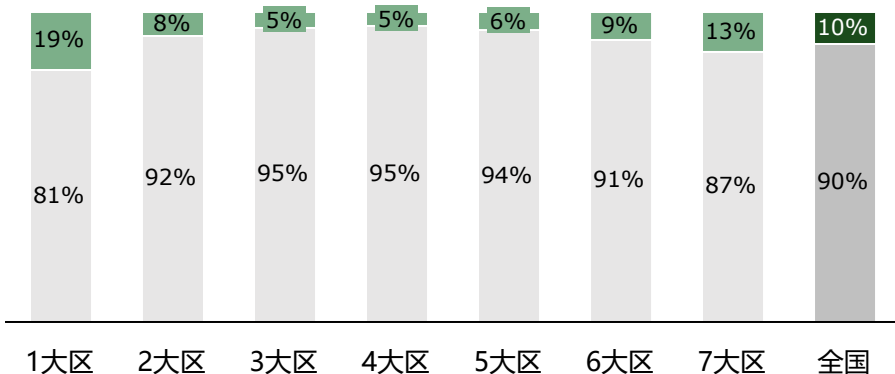
每季度进阶医生的总体及在某一特定维度中的变化情况

ILLUSTRATIVE每季度的总体观念进阶医生每季度某一大区/Top100医院/某潜力等级医生中的观念进阶医生

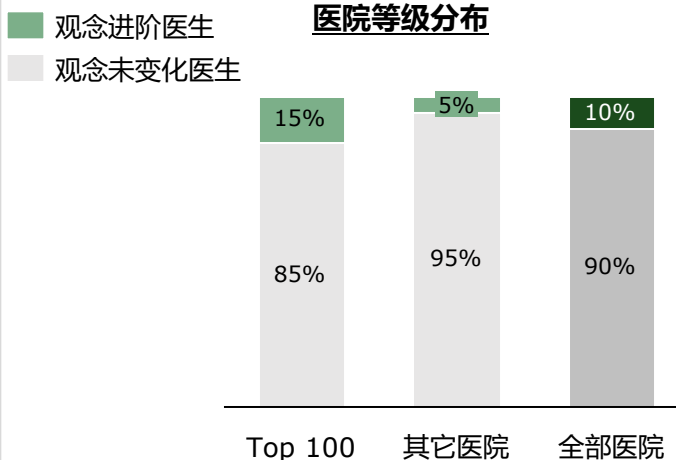
各季度观念进阶医生的分布情况

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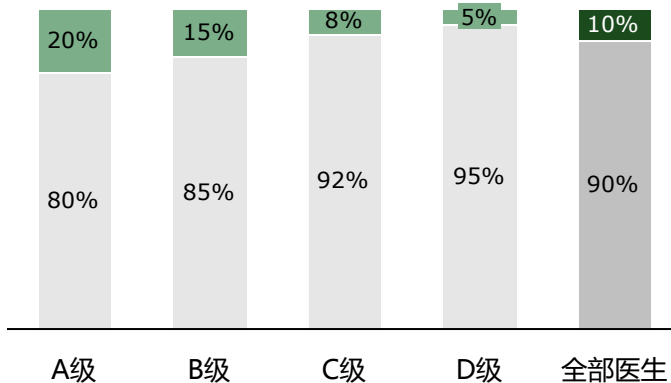
大区分布



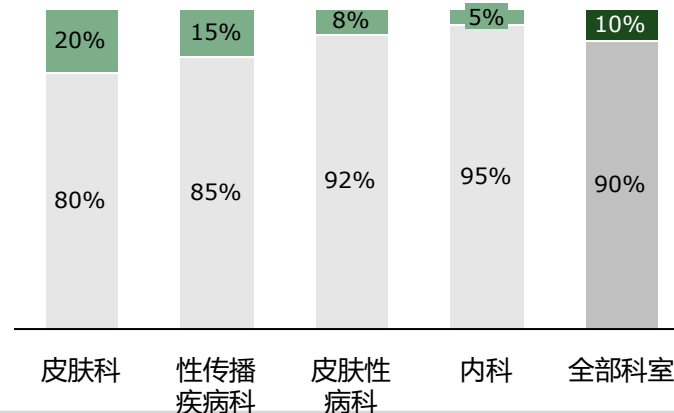
医院等级分布



医生潜力等级分布



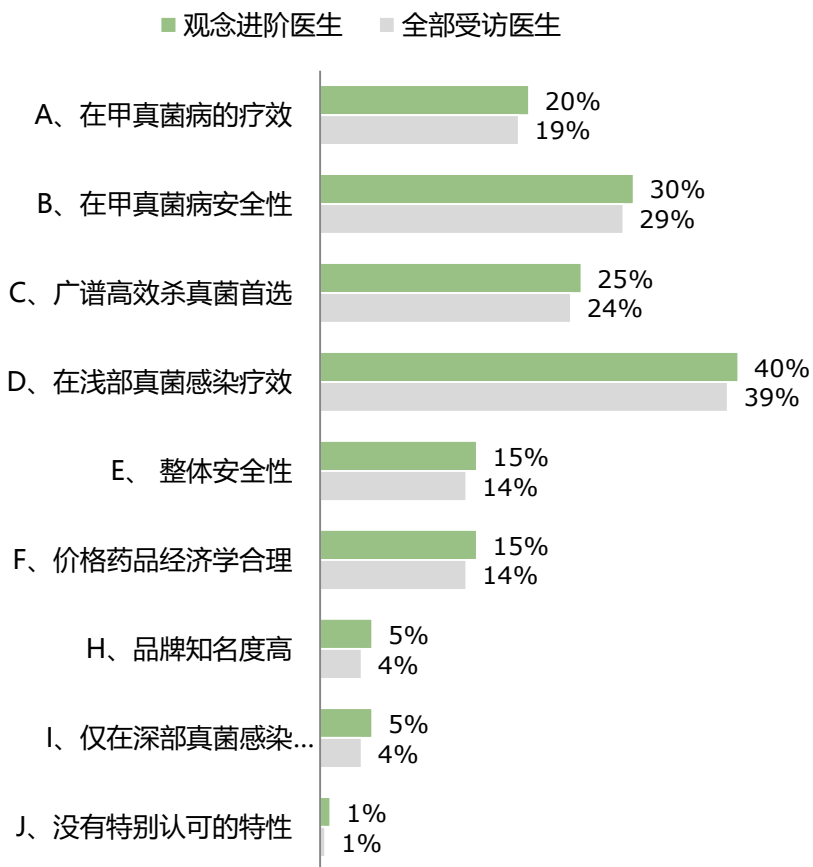
科室分布



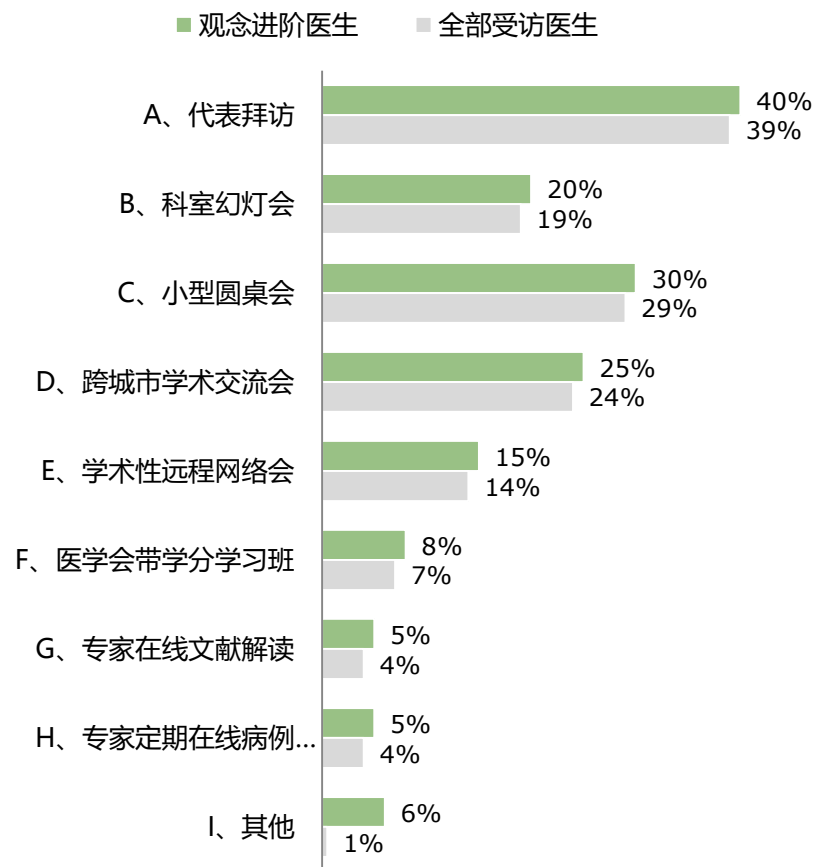
观念进阶医生对斯皮仁诺及其推广活动的接受和认可情况 (问卷第15、16题)

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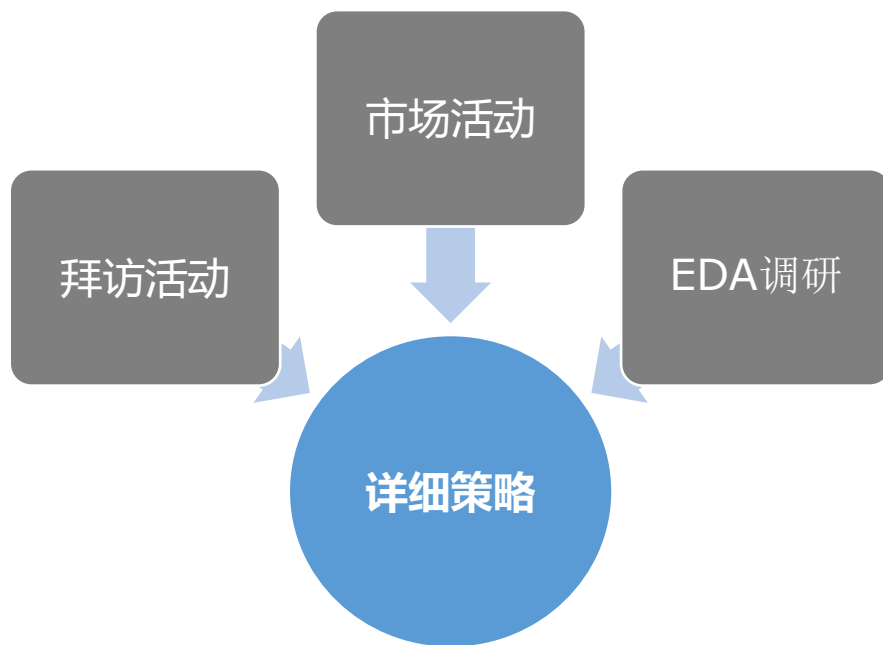
观念进阶医生对斯皮仁诺优势的认可情况



观念进阶医生对斯皮仁诺推广活动的接受情况



调研数据结合市场及销售活动，可以获得更多的认知

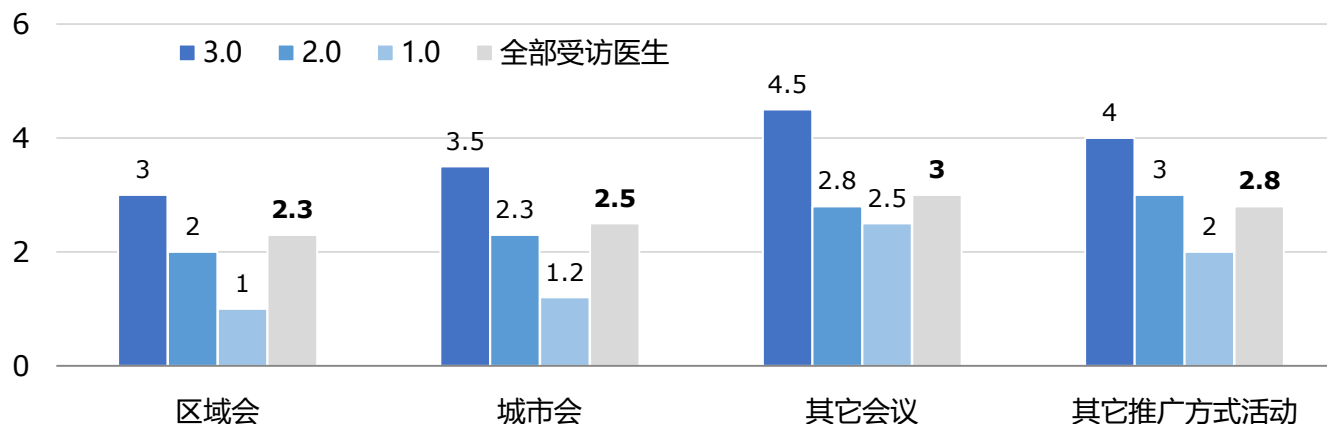


- 在某个特定时期，医生的观念会受到很多因素的影响。调研数据结合其他来源的数据，例如拜访活动、市场活动等，可以为医生观念改变的可能原因提供更加全面的判断

不同观念级别医生参与推广活动情况

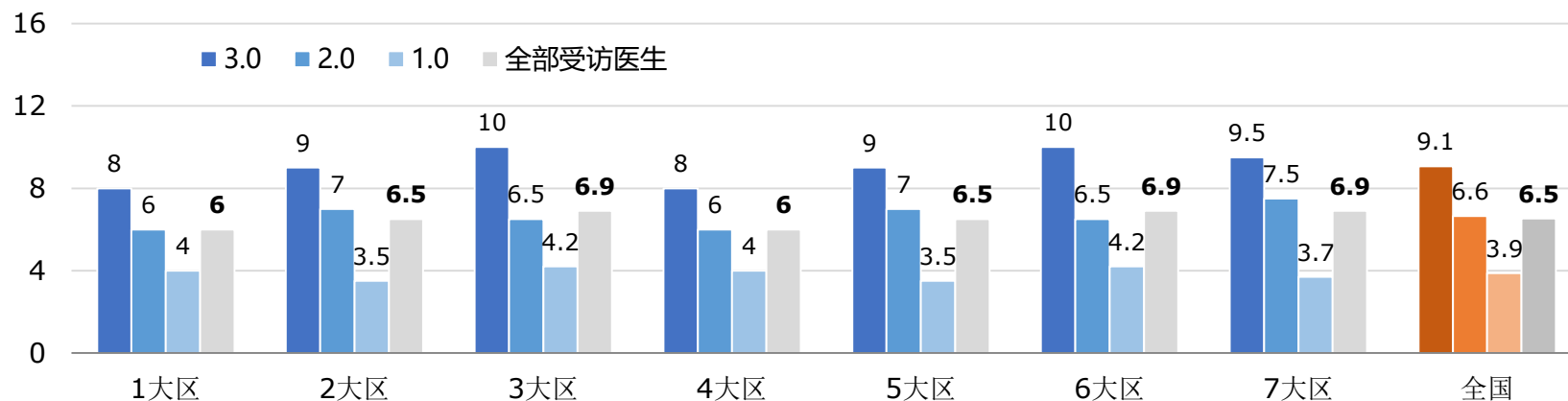
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不同观念级别医生出席会议的平均次数



*其它会议包括圆桌会议/幻灯会/科室会

不同观念级别医生接受拜访的平均次数（可用于各类维度）

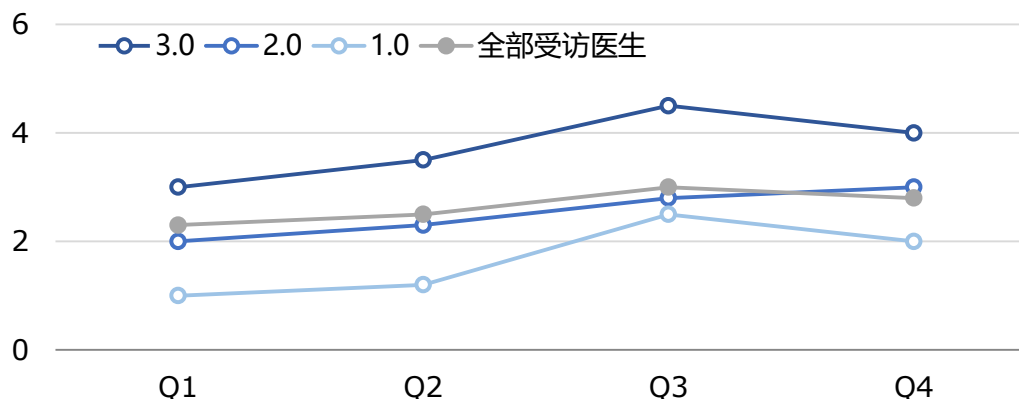


每季度不同观念级别医生参与的推广活动情况

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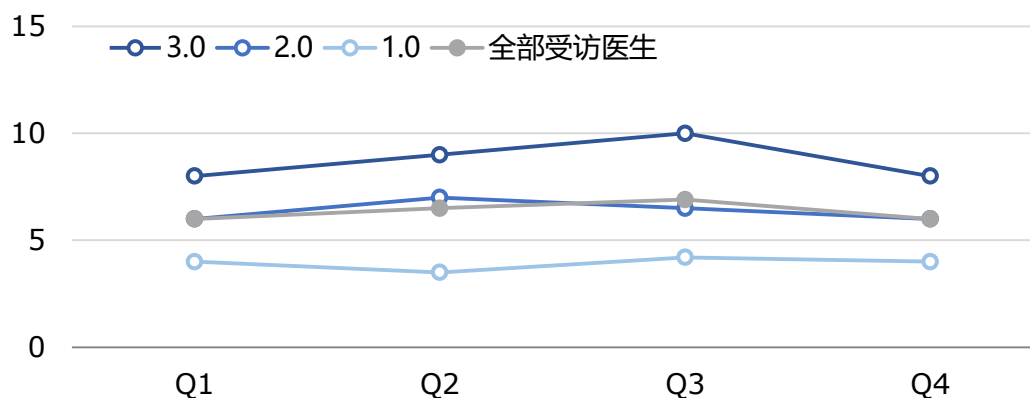
每季度不同观念级别医生出席会议的平均次数

在Spotfire中选择
区域会/城市会等不同选项



每季度不同观念级别医生接受拜访的平均次数（可用于各类维度）

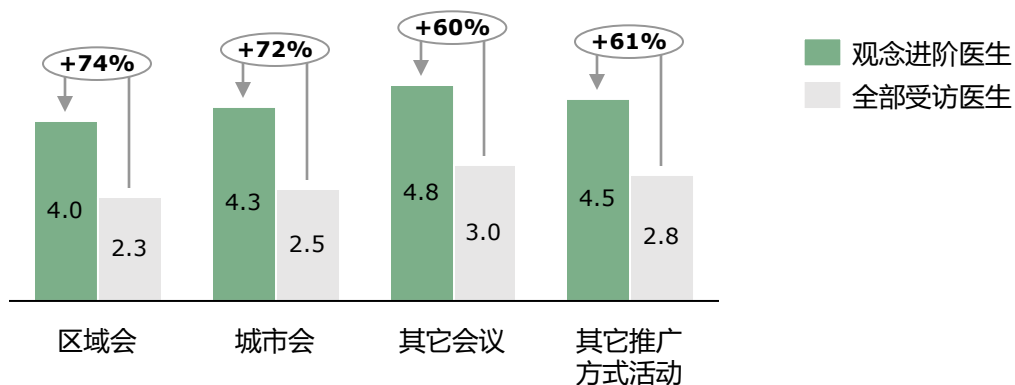
在Spotfire中选择
某一大区/Top100医院/某
潜力等级医生等不同选项



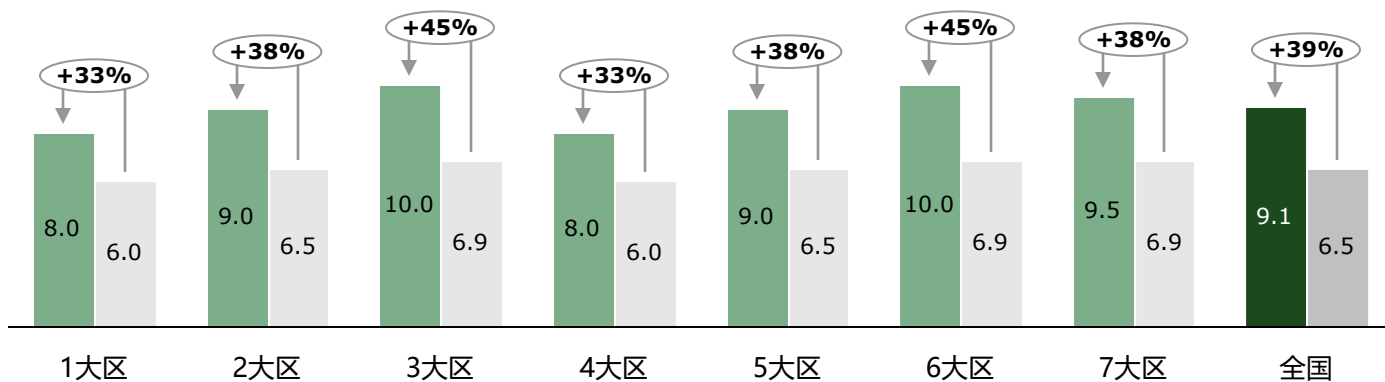
观念进阶医生参与推广活动情况

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观念进阶医生出席会议的平均次数



观念进阶医生接受拜访的平均次数 (可用于各类维度)

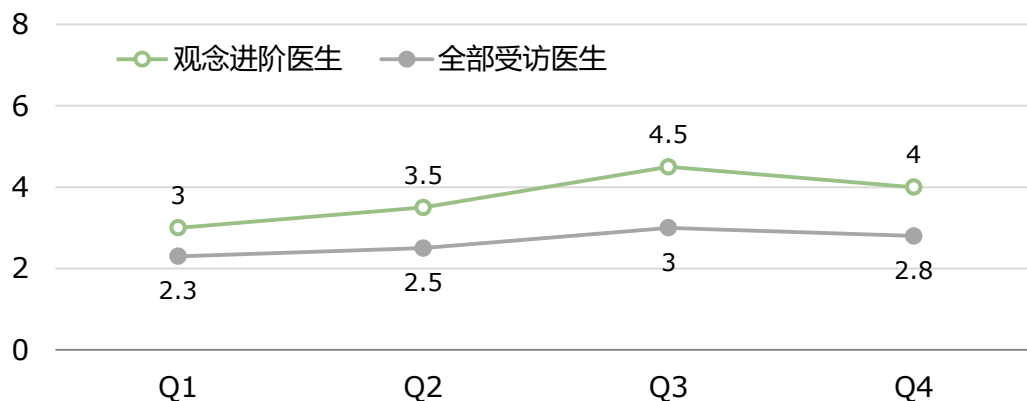


每季度观念进阶医生参与推广活动情况

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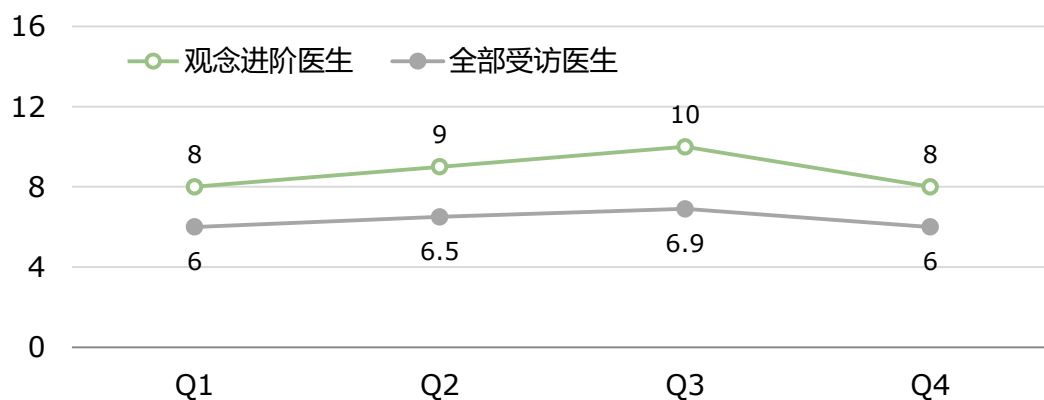
每季度观念进阶医生出席会议的平均次数

在Spotfire中选择
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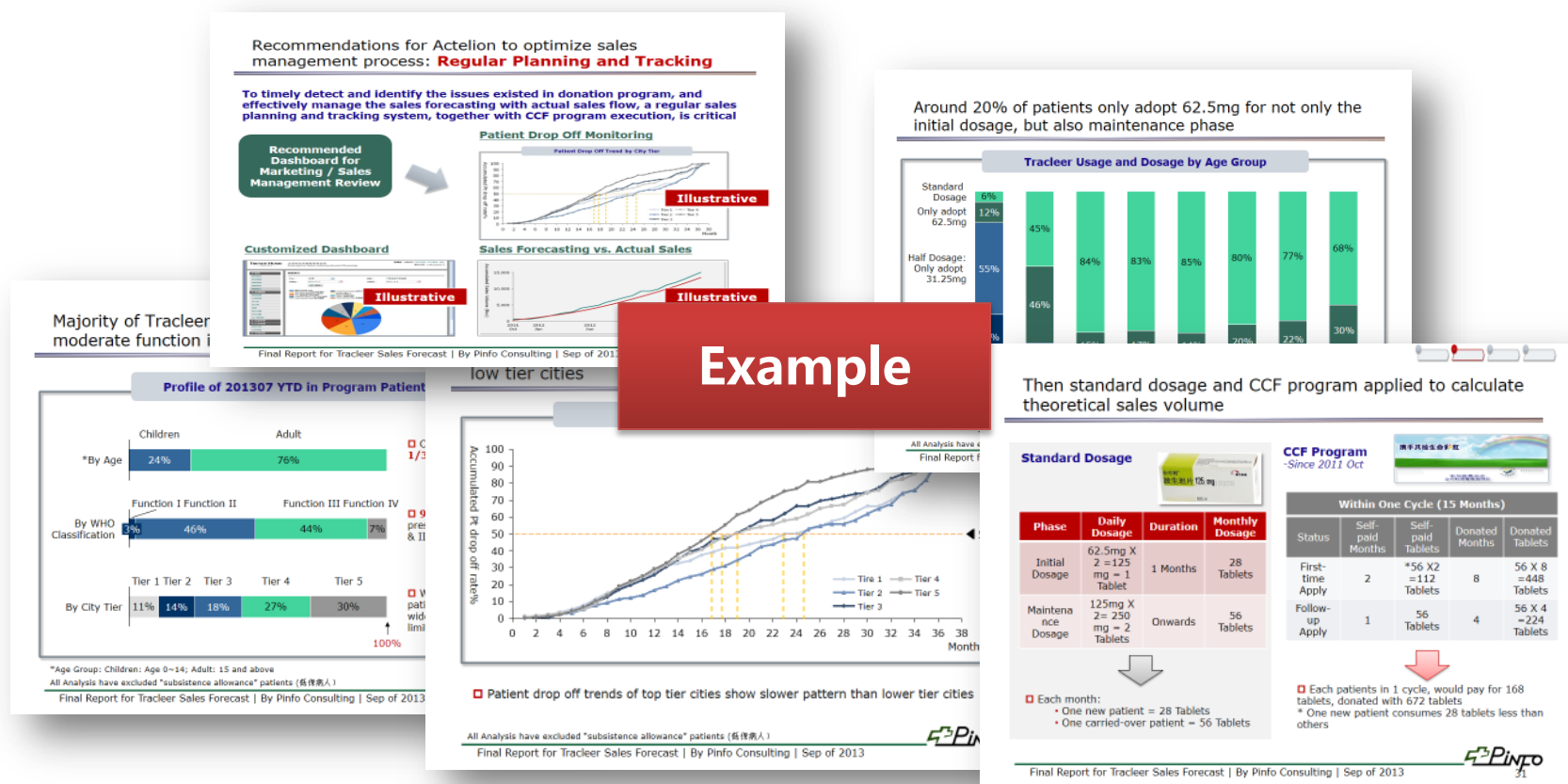


每季度观念进阶医生接受拜访的平均次数（可用于各类维度）

在Spotfire中选择
某一大区/Top100医院/某
潜力等级医生等不同选项



最终提供基于各类数据源的跟踪报告并结合描述性分析



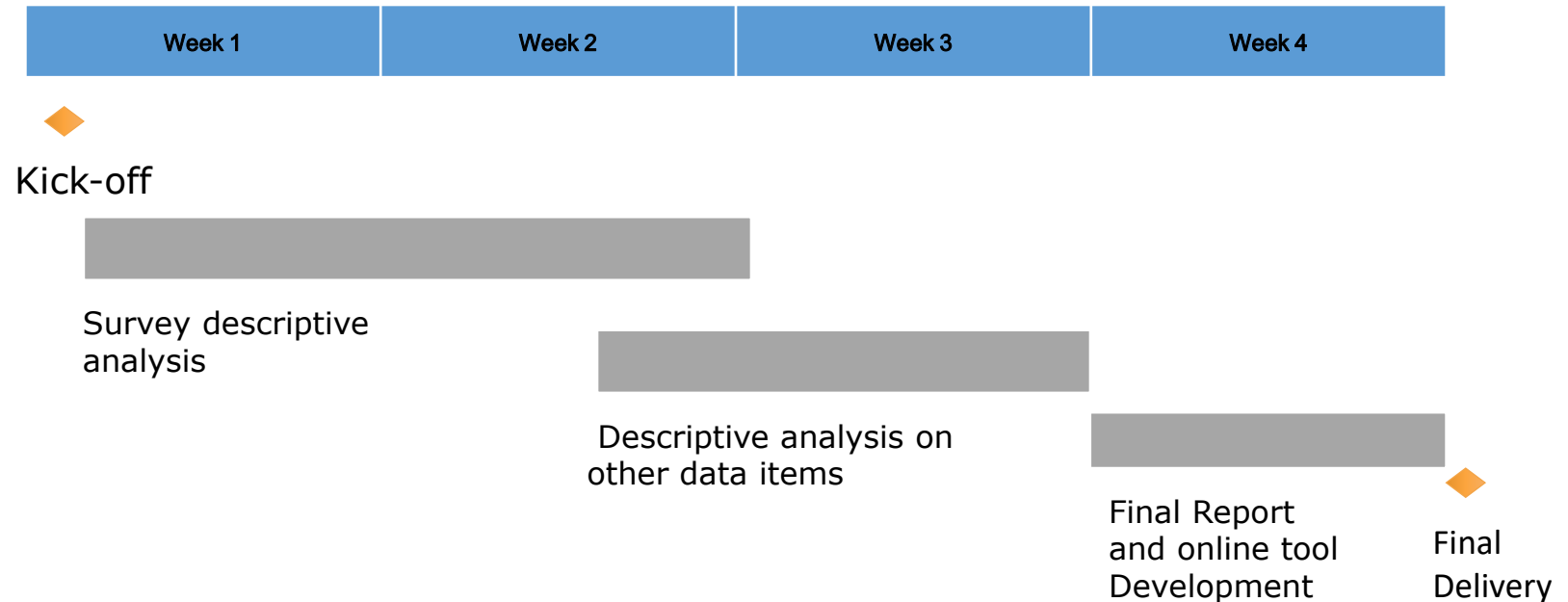
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A total of 4 weeks is needed to complete the descriptive data analysis



Thank You!

