



Web-based pricing tool

Patient engagement solutions company

Redefined the pricing methodology to incorporate value-based pricing and built an end-to-end web-based pricing application to simplify pricing process, improve efficiency and enhance transparency into the pricing process

Pricing application for a patient engagement solutions company

Situation

- Client was following a standard cost-based pricing approach which was very manual due to the dependency on multiple data sources and lack of visibility into real-time inventory status and potential impact of footprint contracted, leading to significant revenue leakage
- Partnered with the client to re-define the pricing methodology and built a web-based pricing application to streamline the pricing process

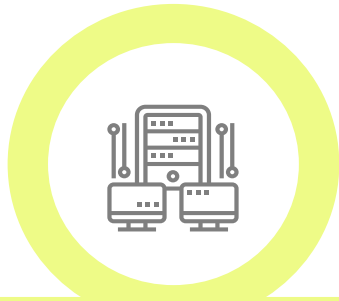
Accordion Value Add

- Analyzed the prescription data of partner Health Care Providers (HCPs) and categorized HCPs into deciles across each drug category based on specialty (cardiology vs. oncology etc.) and prescription volume
- Devised a value-based pricing methodology that differentiated pricing across HCP prescription deciles and developed an intelligent pricing engine to identify the best-fit HCPs based on customer's criteria and budget
- Streamlined pricing process and built an end-to-end web-based application that auto populates most data fields and generates the recommended pricing options for the Corporate and Field Sales teams, thus, reducing the turn around time and improving the accuracy of the pricing options.
- Leveraged the Pricing tool as a key data source to identify contracted HCPs and provide an accurate view of available inventory

Impact

- Value-based pricing methodology has potentially improved the annual revenues by 5%
- Streamlining and automation of the Pricing process has reduced the time to create a pricing option by over 60%
- Deployment of Pricing application has led to new opportunities to improve operations such as real-time inventory tracking, blocking inventory based on potential contracts, etc.

Approach & Methodology for pricing application



Integrated multiple data sources

- **Adlogic** – to fetch the locations that are currently contracted
- **Salesforce** – to fetch historical pricing information of brands
- **Symphony** – to fetch prescription volumes across all partner HCPs
- **Historical ROI studies** conducted by the client
- **Network forecast** data across various programs



Incorporated value-based pricing methodology

- **HCPs are categorized into deciles** based on their historical prescribing power in each category
- Based on the category, target ROI & other pricing inputs, **price per HCP is determined**
- **Ability to apply premiums** for HCPs with higher prescription volume
- **Identifies the best match of HCPs** based on premiums, type of buy and other inputs

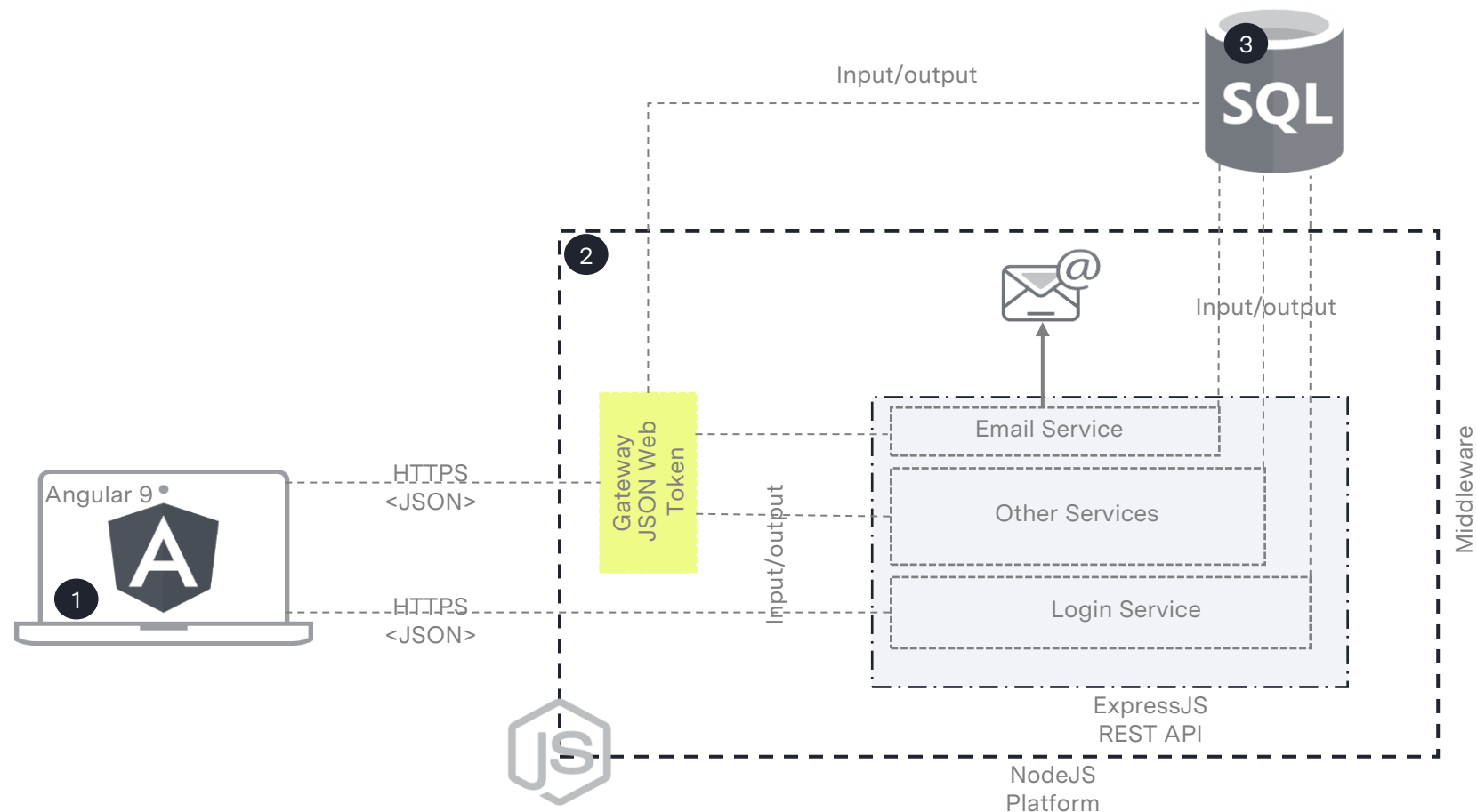


Provided flexibility to accommodate custom requests

- **Multiple options to select required Ad footprint** – by HCP list upload, by address or by coordinates
- **Override capability** for default Ad time & Frequency
- **Auto-excludes competing brands** in a category with a flexibility to the user to include
- **Compare multiple pricing options across ~25 metrics** and export the best suited option to share with the customer

Pricing tool

Pricing application architecture



Tech stack details:	1	Angular 9.1.9 Material 9.2.4	2	NodeJS 8.5.5 ExpressJS 4.16.3 Nodemailer 4.6.8 Authorization: JWT with Cipher Text Cryptography Algorithm: AES-257-cbc	3	SQL Server
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Key features – Contracts summary dashboard

HealthZone 🏠 All Contracts + Create New Contract Sastry Mantravadi

All Contracts Search

Contract ID	Company name	Brand	Category	Last saved	Analyst	Status	
Select	Select	Select	Select	Select	Select	Select	
36851764	GreatProducts	Hallo	Category 1	May 23, 05:05:92	Brock Schroeder	Drafts	⋮
54458786	Stark and Sons	Ainventore	Dquisquam optic	Mar 22, 03:03:15	Wilbert Schroeder	Drafts	⋮
93209173	Emmerich, Gibson a	Alabore	Ddebitis quibusd	May 17, 04:05:76	Marianna Torphy	Drafts	⋮
33806454	Hauck, Stroman and	Aqui	Dvoluptatem ass	May 18, 08:05:51	Vallie Rau	Completed	⋮
8023831	Huel Group	Aut	Dfugiat repellat v	May 04, 23:05:55	Mr. Benton Stroman	Drafts	⋮
75399649	Stoltenberg, Nitzsch	Aet	Dnam veniam cu	Mar 22, 13:03:73	Bridgette Hand	Drafts	⋮
14809865	Hayes, Rice and Gre	Aquam	Dut vel ratione	Mar 15, 04:03:37	Ryann Labadie	Completed	⋮
03094127	Mitchell - McKenzie	Aaliquam	Dnobis eaque es	May 08, 02:05:42	Eliseo Hudson IV	Completed	⋮
51640738	Torp, Watsica and M	Hallo	Category 1	Mar 19, 01:03:85	Giovanni Crooks	Completed	⋮
54877986	Reinger, Kunze and I	Ainventore	Dquisquam optic	May 21, 09:05:18	Rod Fay	Completed	⋮

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Ability to filter the contracts across various attributes to easily access the desired contract

A view of all the contracts that were priced and their status

Key features – Identifying inventory as per customers' criteria

HealthZone

All Contracts

Create New Contract

John Doe

Company: Great products

Brand: Hallo

Category: Category 1

Indication: Red market

Option 1

Option 2

Option 3

+

Step: Program Selection

Reach

Program

Budget

Pricing

Summary

Summary

Contract value :

Locations :

Price per location :

Select program

Segment filters

Geographical filters

<input type="checkbox"/>	Program	Ad time (seconds)	Ad frequency	Multiplier	Match %	Match locations	Match HCPs
<input checked="" type="checkbox"/>	Program 1	120	Once per hour	2	89%	89	89
<input type="checkbox"/>	Program 2	90	Once per hour		57%	57	57
<input checked="" type="checkbox"/>	Program 3	90	Select	1.08	89%	89	89
<input type="checkbox"/>	Program 4	90	Select		57%	57	57

Exclusions/Inclusions for the selected program

Exclude locations

Upload list

Include brands

Prog- Brand one

Prog - Brand two

Tool connects with various data sources such as Salesforce, Symphony, AdLogic etc. to identify the available inventory across content types (programs) that match the customer criteria

Key features – Configure a pricing option

Seamless navigation across the Configuring options, viewing summary of an option and Comparing options modules

Streamlined & simplified the process to price a contract and provided users with exhaustive pricing inputs

HealthZone

All Contracts

Create New Contract

Sastry Mantravadi

Company: Great products Brand: Hallo Category: Category 1 Indication: Red market

Option 1 Option 2 Option 3

Step: Growth/Budget Selection

Reach Program Budget Pricing Summary

Pricing based on

Growth? ☐ Yes ☒ No Budget? ☒ Yes ☐ No

Total budget amount ☐ Minimum buy or \$ 90,000

Estimated churn %

Program 1 00 %

Program 2 00 %

Is the contract ROI guaranteed? ☒ Yes ☐ No Guaranteed ROI 2.15

Reach bonus 05 %

Summary

Contract value :
Locations :
Price per location :

Note:
The current selection ensures that the total contract value does not exceed the total budget amount.

Monthly budget : \$9,000*
*Monthly budget should be above \$10k

Quick access to overall contract value and key metrics based on changes in each step of the process

Smart engine to identify best locations for advertising based on the budget and other user inputs (locations shown in summary screen)

Key features – Create multiple pricing options

Seamless navigation across various pricing options

The screenshot displays the HealthZone pricing tool interface. The top navigation bar includes 'All Contracts', 'Create New Contract', and the user 'Sastry Mantravadi'. The main content area is divided into several sections:

- Option Selection:** A horizontal bar at the top allows switching between 'Option 1', 'Option 2' (selected), and 'Option 3'.
- Step: Pricing Options:** A progress indicator shows the current step in the process: Reach, Program, Budget, and Pricing.
- Non-media costs:** A section for 'Research cost' with a checkbox 'Include in budget' and a 'Total research cost' of \$60.
- Discounts:** A section for 'Discount %' set to 10%.
- Estimate total price:** A section with a 'Choose pricing option' dropdown set to 'Base price'.
- Estimate price table:** A table showing historical price per HCP, historical price per location, historical ROI, and base price/ HCP for four programs.
- Price per HCP, Price per location, Estimated ROI:** A summary table showing the media price, total price, and estimated ROI.
- Edit Premiums modal:** A modal window for adjusting premiums based on deciles and reach.

Estimate price table data:

Program	Historical price per HCP	Historical price per location	Historical ROI	Base price/ HCP
	Category	Brand	Category	Brand
Program 1	\$32 View range	\$32 View range	2.7 View range	\$ 21
Program 2	\$32 View range	\$32 View range	2.7 View range	\$ 32
Program 3	\$32 View range	\$32 View range	2.7 View range	\$ 25
Program 4	\$32 View range	\$32 View range	2.7 View range	\$ 13

Price per HCP, Price per location, Estimated ROI:

	Price per HCP	Price per location	Estimated ROI
Media price	\$32	\$32	2.8
Total price	\$32	\$32	3.2

Edit Premiums modal data:

Decile	0	1	2	3	4	5	6	7	8	9	10
Premium %	00 %	00 %	00 %	00 %	00 %	00 %	00 %	00 %	00 %	00 %	00 %
Price per location	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60	\$60

Share of reach and Premium %:

Share of reach	0% - 10%	10% - 25%	25% - 50%	50% - 100%
Premium %	00 %	05 %	10 %	20 %

Application connects to various data sources to fetch the historical price and ROI details that could be used as a benchmark

HCPs are categorized into deciles based on their performance and tool allows to charge premiums

Application estimates the final price and potential ROI for the contract

Key features – Option-wise summary

This section allows users to review key metrics of all the pricing options

Summary of all the key metrics

Ability to view and export the list of locations for advertising

The screenshot displays the 'Option-wise Summary' page in the HealthZone application. The top navigation bar includes 'All Contracts', 'Create New Contract', and the user 'Sastry Mantravadi'. The breadcrumb trail shows 'Company: Great products', 'Brand: Hallo', 'Category: Category 1', and 'Indication: Red market'. The main content area is titled 'Option-wise Summary' and includes a dropdown for 'Select option to view output' (currently 'Option 1 - Distribute equally') and an 'Option description' box. Below this is a 'Summary' section with a table of key metrics, and a 'Pricing factors' section at the bottom.

View program metrics				
HCP	Address	Segment rank	Segment	ZIP
Asia Rempel	6021 Zulauf Camp	1	A	66337
Myles Dooley IV	893 Elinore Wall	5	B	62282
Raegan Rath	68556 Willms Mills	6	C	65326
Jevon Sporer	7974 Gus Well	10	D	67073
Isaiah Wiza MD	33739 Heaney Plains	6	E	71202
Lucile Lubowitz	99648 Claire Trace	9	F	76532
Luciano Bogisich	7707 Ritchie Springs	7	G	79494
Willard Rolfson	012 Satterfield Mills	1	H	98232
Pearline Lowe	06541 Hilton Square	4	I	07510
Riley Rippin	7509 Murphy Heights	2	J	21994

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[View location decile coverage](#)

Key features – Compare options

HealthZone 🏠 All Contracts ➕ Create New Contract Sastry Mantravadi

Company: Great products Brand: Hallo Category: Category 1 Indication: Red market

Compare Options

[Customise columns](#) [Export](#)

<input type="checkbox"/> Options	Description	Contract value (After discount)	Estimated ROI	\$/HCP	Program	WA HCPs	WA Locations
<input type="checkbox"/> Option 1 - Start Lower	List match - no growth option	\$2624	3	\$62	Program 1	329	22
<input checked="" type="checkbox"/> Option 1 - Start Higher	MINIMUM - List match - no growth option	\$5256	10	\$62	Program 1	186	41
<input type="checkbox"/> Option 1 - Distribute Equally	Full Network	\$3830	5	\$57	Program 1	362	24
<input type="checkbox"/> Option 2 - Start Lower	Priority 1 & 2 Writing Locations	\$1619	7	\$56	Program 1	276	27
<input checked="" type="checkbox"/> Option 2 - Start Higher	All Writers Nationwide	\$6979	8	\$64	Program 1	103	35
<input type="checkbox"/> Option 2 - Distribute Equally	Up to 1000 Locations	\$3490	7	\$65	Program 1	233	58

This section allows users to compare pricing options across key metrics

Allows users to select suitable options and export the details for sharing with the client

Flexibility to compare options across more than 25 metrics