

Q&A Report

Contact info

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Customer

The customer does services for pharmacists (218). They collect all the data and use it to negotiate with insurance companies.

The major concern, health costs are rising but they want to minimize how much money the customer is spending. See how we can make the products cheaper.

Goal

Look at the dataset and come up with something that impresses the pharmacy or the customer. Give a spectacular insight.

Data

Info about the data:

- The contribution is what the customer has to pay for themselves (not included in the price). The price column is the total price. Contribution can differ due to the insurance company. Some insurance companies have a maximum amount a customer must pay for themselves
- The ATC code is combined into different parts. Most practitioners should prescribe an ATC code. Where do we lose money when we provide more expensive medicine?

Interesting things to look at/do

- Look at the totals
- Predict how much medicine you need, so the pharmacies can make agreements.
- Use the data for benchmarking
- Look at trends (datetime)
- Look at locations
- Look at trends during corona (If possible, with the data)
- Look at what the impact of influenza is during the seasons and perhaps compare it to corona
- What can we do to upsell and limit the medicine cost
- So far to optimize their business the pharmacies have negotiated with the insurance companies based on feeling. We hope to provide insights with data that may have been overlooked in the negotiations.
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Tips

- Try to understand the data first
- Do not focus on one thing but focus on multiple things