

# Case Study: Background and Definitions



Scenario: The marketing brand team recently completed a customer segmentation among healthcare professionals (HCPs) and would like to determine whether an initiative focusing on one specific segment – called “Patient Advocates” – has made an impact. The initiative involved a pilot in 2 sales regions in which sales representatives used the new segmentation to engage Patient Advocates in specific messaging designed to resonate with them. The brand team has asked for your team’s help to determine:

**Should we roll out the segmentation more broadly across the sales organization?**

Details of the pilot initiative:

- Launched July 1, 2018 and lasted 6 months through December 31, 2018
- Objective was to increase new patient initiations on the product
- Messaging surrounded data on efficacy, tolerability, and patient support offerings which are designed to appeal especially to Patient Advocates

Data availability & definitions:

- HCP ID: Unique identifier of HCP customers called on by the sales force
- Monthly NBRx for 24 months: New-to-brand prescriptions (NBRx) written by the HCP on a monthly basis. This metric indicates the number of new patients initiated on treatment in that month.
- Number of sales calls by month for 12 months (6 months pre- and 6 months during initiative): Number of visits HCP received from sales representatives per month
- Region: Indicates which one of 7 sales regions the HCP customer is in; regions 3 and 7 participated in the pilot
- Segment: Indicates if the HCP is within the prioritized Patient Advocate segment or not
- Message delivered: Indicates if the customer received a tailored Patient Advocate message (‘Segmented’) or not (‘Standard’). All the HCPs in non-pilot regions should have received a ‘Standard’ message. Within the pilot regions, Patient Advocates should have received their tailored messaging and all other customers the standard messaging.

# Case Study: Business Questions



**Should we roll out the segmentation more broadly across the sales organization?**

Questions to address in your presentation:

- Would you say the initiative was successful or unsuccessful? Why?
- Should the brand team roll out the segmentation to the remaining sales regions? Why or why not?

Instructions:

- Please prepare a PowerPoint presentation addressing these business questions to be presented in a case study session during your interview.
- It's often the case that we don't have perfect information so if there is specific information you don't have access to just document what assumption(s) you are making. Should you have any clarifying questions, we encourage you to reach out to your Talent Acquisition partner.

Recommended presentation structure:

- Executive summary of findings & recommendations
- Methodology – please outline the analytical approach you used including any specific statistical techniques
- Answers to key business questions

Tips and Guidance for your Presentation:

- Make a clear recommendation supported with your justification for how you arrived at your recommendation
- Explain how you profiled the data to understand trends, distributions, diagnostics
- Communicate your hypotheses on why trends could have occurred
- Connect your data-driven recommendations back to the business; identify how the business might act on your insights
- Include your assumptions
- Explain what additional information (if provided) would enhance your findings