

DATA READINESS ASSESSMENT

Is Your Data AI-Ready?



The pharmaceutical industry faces mounting challenges, from economic pressures to competitive market conditions.

Healthcare professionals (HCPs) are raising the bar, expecting communications to be highly personalized and relevant, whether through traditional face-to-face meetings or digital channels. The key to success is in getting everything to line up just right — data, technology, insightful analysis, and strategic planning need to mesh well. It's also essential for sales and marketing teams to work in harmony.



Enter Next Best Action (NBA) strategies.

By applying smart analytics, NBA helps deliver the right message to HCPs at the perfect time, enhancing engagement. Yet, the roadblock for many is either a perceived lack of quality data or a lack of strategic planning in utilizing the data they have. Overcoming these challenges means adopting a strategic approach that prioritizes data integration and collaboration across teams, making personalized and impactful HCP engagement achievable.

Conducting a Data Readiness Assessment

Data readiness is more than a technical checkpoint; **it's the foundation of strategic success.** A data readiness assessment provides:



Alignment Check

Assesses how well your current data supports your desired engagement strategies.



Opportunity Identification

Highlights gaps in your data strategy and pinpoints opportunities for enhancement



Strategic Roadmap

Offers a blueprint for future data collection and utilization, ensuring your strategies can evolve with your data.

By ensuring your data is prepared to support AI-driven decisions, pharma companies can move from data-rich but insight-poor to insight-rich and strategy-driven. This transition is crucial for delivering the right message, to the right HCP, at the right time — every time.

Data Readiness Assessment: A Case Study



Transforming Global Commercial Effectiveness For Greater Market Impact

A multinational pharmaceutical leader specializing in cardiology, oncology, and neuroscience aimed to enhance its commercial effectiveness and geographical impact. The company conducted an assessment of CRM data from 11 countries to evaluate readiness for implementing suggestions and insights, aiming to improve commercial strategies and create a more significant market impact.

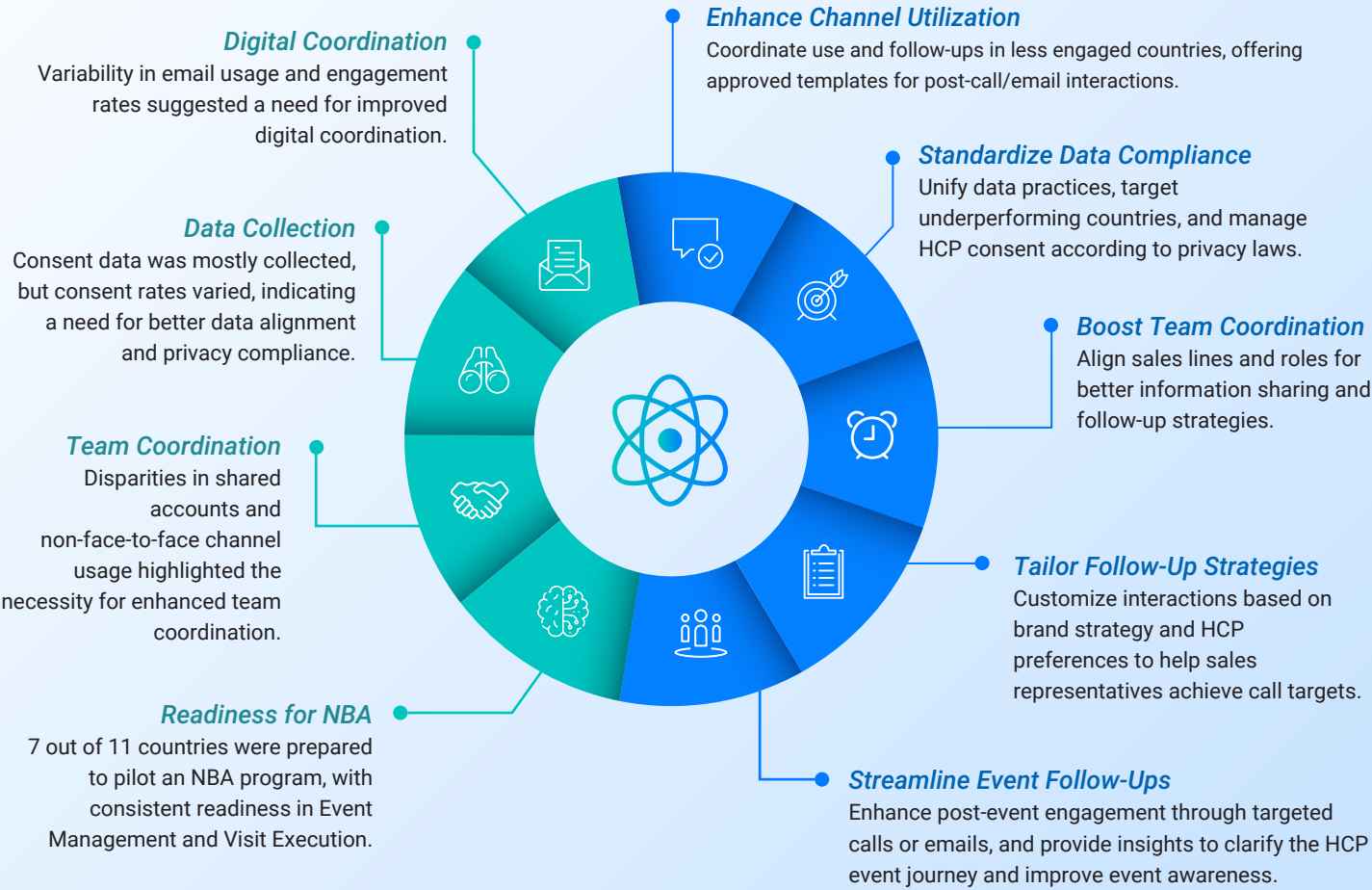


Approach

Aktana conducted a detailed assessment focusing on five strategic areas: Team Coordination, Data Collection, Digital Coordination, Visit Execution, and Event Management. The evaluation over a one-year period analyzed data quality, quantity, and variability, identifying quick-win scenarios and developing a strategic roadmap for deploying a Next Best Action (NBA) program.

KEY FINDINGS

RECOMMENDATIONS



Contextual Intelligence with Aktana

Aktana’s Contextual Intelligence platform revolutionizes how you connect with healthcare professionals (HCPs). Our AI-driven tool intelligently combines various actions, ensuring each HCP gets a personalized experience across all channels.

Designed for the life sciences industry, it integrates your data and systems effortlessly, maintaining top-notch security. This means your omnichannel strategy works smoothly and grows with you.



Why Trust Contextual Intelligence?

Aktana stands out by explaining the “why” behind its recommendations, offering insights into each suggestion. This clarity builds confidence and encourages consistent use.



Fine-Tune Your Strategy

Contextual Intelligence lets you adjust your approach to fit your brand’s current needs while keeping an eye on the future. It balances short-term interactions with long-term goals, ensuring lasting success.

Elevate your commercial impact.

Ensure your organization's next best action program drives success.

Contact us today to see what Aktana can do for you at www.aktana.com.