

# Uplytic/HCP

the Science of Segmentation



The Only

## ON DEMAND DATA DRIVEN



HCP segmentation engine built for pharma

Delivering the right message to the right customer the right number of times is a critical element of an effective Plan Of Action for your field sales team. As a result, pharma marketers spend a lot of time, effort, and money trying to divide healthcare providers into meaningful segments. It's just that important.

However, it is very difficult to do. In fact, pharma is significantly lagging other industries in terms of behavioral segmentation technologies and data driven message personalization.

Just like how Netflix and Amazon mine their data to clearly understand customer preferences and determine what messages are driving outcomes, pharma can now accomplish the same thing with Uplytic/HCP - the first on demand, data driven segmentation engine built specifically for pharma.

Now, you can easily conduct a segmentation analysis that utilizes all of your existing data and clearly shows you which segments are driving your outcomes. Do you know the optimized call frequency, sample strategy and messaging for your decile 9 specialists who are trending down on market share? We do and can quickly show you how we do it.



### CURRENT HCP SEGMENTATION PAIN POINTS

- Based on small sample sizes
- Long lead times
- Only a snap shot analysis
- Not integrated into CRM

## UPLYTIC/HCP HELPS YOU ACCURATELY PREDICT PHYSICIAN BEHAVIORS

### NOW YOU CAN FINALLY TELL WHICH TACTICS ARE DRIVING PRESCRIPTIONS

- Real time, on demand analysis when you need it.
- We help you understand complex data relationships.
- We give you the answers hidden in your data.
- And we do this utilizing your existing data sets.



**Uplytic** has developed a unique set of algorithms that are constantly improving through a machine learning optimization process to allow your sales and marketing teams to make better decisions and **deliver measurable results.**

Combining data can lead to very powerful insights, however small differences in meaning or the inclusion of noisy data can completely eliminate the value of your analytics. Uplytic includes a data integration layer to prepare your data for analysis.

The Uplytic analytics layer uses rep tactics / interactions and the resulting outcomes (Rx data) to create our **predictive models**. These models identify the most effective tactics for your sales and marketing teams.

Ultimately, we turn insights into actions - not simply more analytics dashboards. Uplytic delivers real, measurable value through **action recommendations** within your existing CRM / SFA tools.

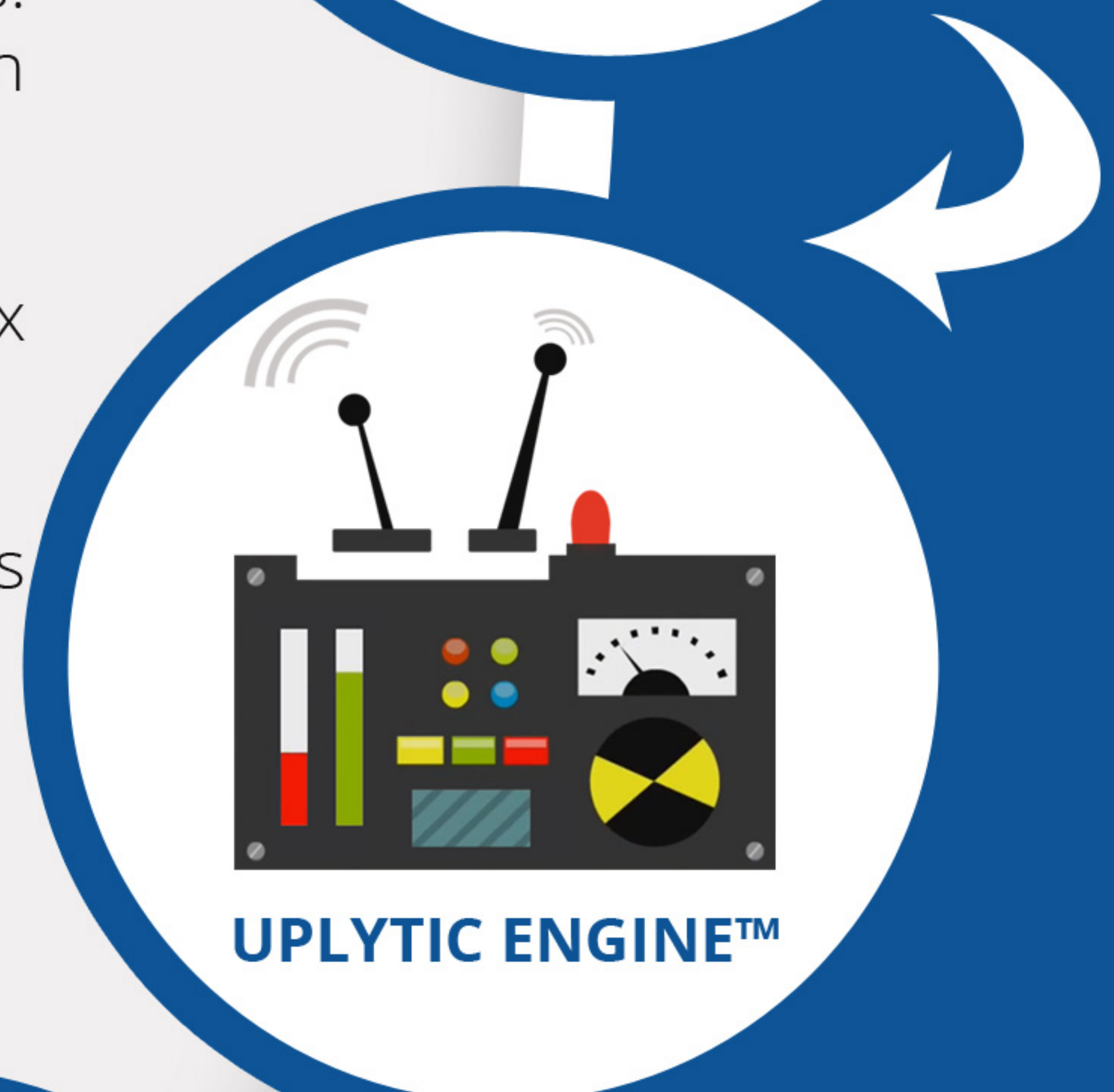
No sales process disruption, no administrative burden, no interpreting complex analytics reports - just actionable recommendations that drive your results.

See how Uplytic/HCP quickly and simply delivers an accurate view of HCP behaviors to your sales and marketing teams.

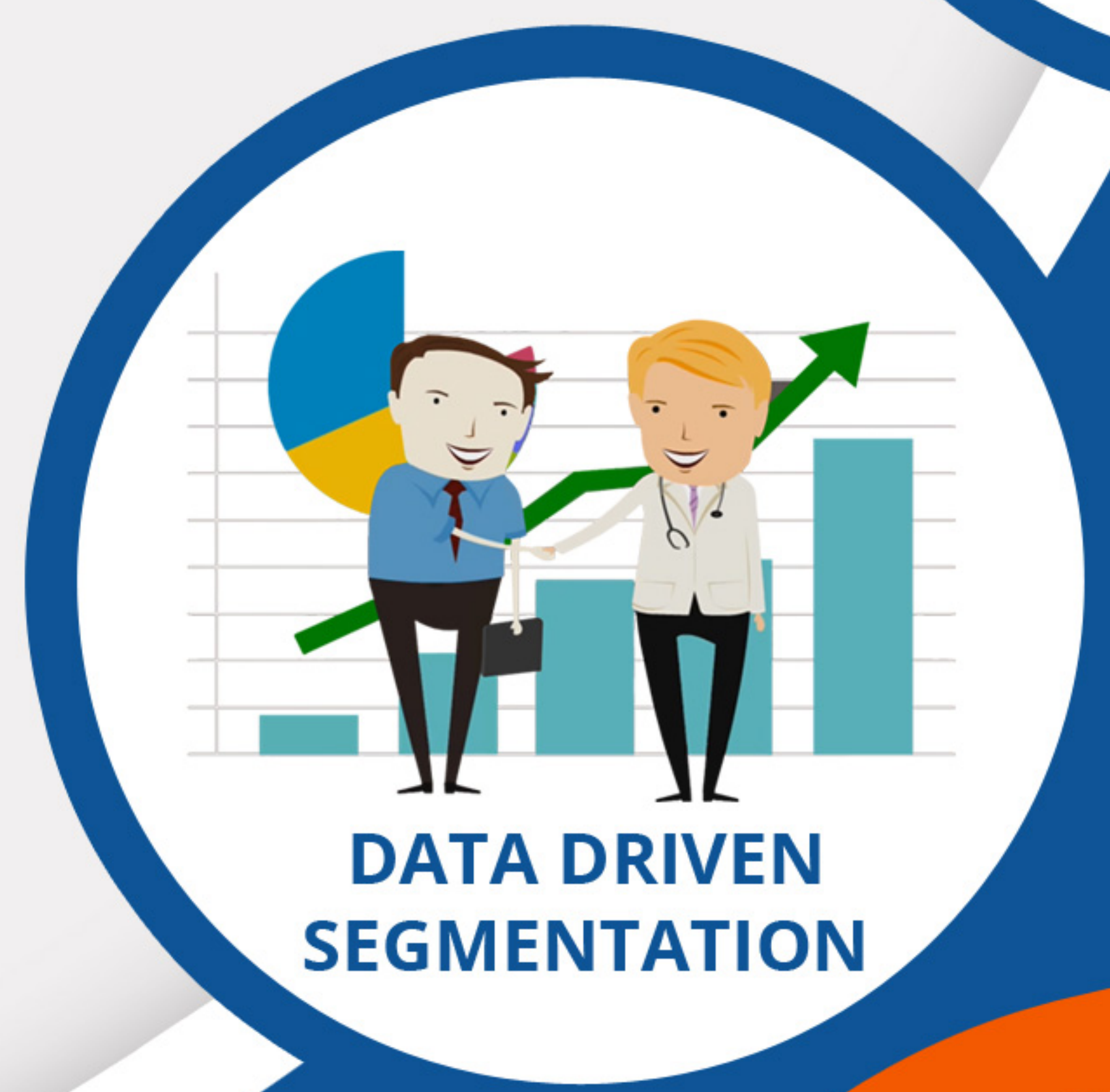
Rx Data  
CRM  
Speaker Programs  
Managed Markets  
eDetails  
Digital Promotion



**YOUR HCPS**



**UPLYTIC ENGINE™**



**DATA DRIVEN SEGMENTATION**

