

How a \$10 Bn Pharma Giant increased In-Clinic Effectiveness up to 48%



Client Overview

With a market cap of \$10Bn, the Indian multinational pharmaceutical giant employs over 20000 people. Apart from a diverse portfolio of products and services including APIs & custom pharmaceutical services, the company has a global footprint across USA, India, Russia & CIS countries, and Europe.

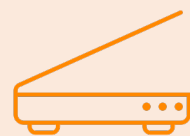
Key Challenges



Improve Time Span of Physical & Outreach Meetings



Increase Detailing Time for Invest and Big Brands



Improve Digital Doctor Coverage

The Medical Representatives (MRs) of the Cardiac and Gastro division needed to add sufficient value to the clinical setting and log enough time with the target doctors. Low time span of physical and outreach meetings meant low engagement and detailing time. The management wanted to improve the performance to positively impact the earnings for the invest and big brands.

The MRs needed to improve their remote interaction rate and transition effectively to the digital pharma ecosystem, thereby improving digital doctor coverage. The management wanted to improve the engagement rate of their MRs by keeping them more **Engaged**, **Motivated** and **Productive**.

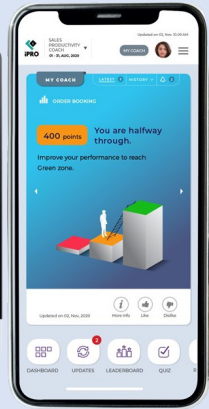
Nudge Coach Deployment

The multinational pharmaceutical company deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged each rep to enhance their engagement capabilities, both physically and digitally.

worxogo Nudge Coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference inspiring the reps to improve upon their detailing time and maintain focus on big and invest brands.

worxogo Nudge Coach was integrated with the company's CRM. Daily personalized nudges helped the reps to understand the needs of their target doctors. Instant recognition and rewards through badges and points, incentivized them to hit their behavior benchmarks in line with the required digital doctor coverage.

The managers tracked individual reps' performance and identified and guided reps not doing well at the right point. By helping the managers focus on what's really important for each rep, Nudge Coach harnessed the true potential of each individual and delivered the productivity promise.



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The Outcome

34%

Increase in Average Detailing Time for Big Brands

21%

Increase in Average Detailing Time for Invest Brands

27%

Increase in Average Time Spent on Physical Meetings

48%

Increase in Average Time Spent on Outreach Meetings

28%

Increase in Digital Doctor Coverage

The use of worxogo Nudge Coach maximized the digital & physical interaction with the target doctors. There was a shift in their focus from manual relationship management to more scientific engagement to ensure that detailing adds value to the healthcare provider as well as the big and invest brands.