

How a global bio pharma major grew wallet share of HCPs by 17%

worxgo

Client Overview

Among the world's largest Bio pharmaceutical companies, the multinational occupies medical excellence in Diabetes, Oncology & Cardiovascular therapy, among others. With a major presence in U.K., the company operates across more than 100 countries and 6 continents with over 60,000 employees.

Key Challenges



Improve Digital
Engagement with
Prescribers



Increase Prescriber
Base



Improve Wallet
Share of A Class
HCP's

The Medical Representatives (MRs) of Diabetics Division at the Bio Pharmaceutical giant were reporting a steady decline in the digital engagement with A-class Healthcare Professionals (HCPs), which in-turn negatively affected the Prescriber Base. Insufficient digital interactions with these A-class HCPs raised a concern over the falling wallet share of the prescribing professionals.

The management was looking to reinforce the right strategies to improve their MRs' performance and digital engagement. To boost their prescriber base, management needed to keep their sales team more **Engaged, Motivated** and **Productive**.

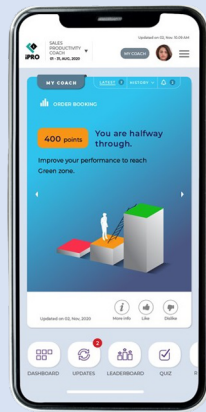
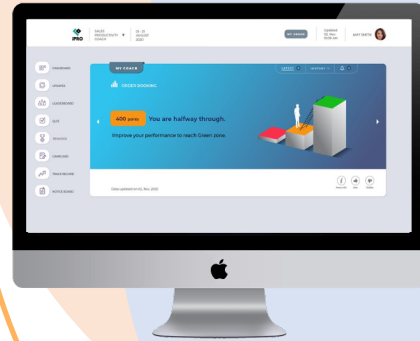
Nudge Coach Deployment

The company deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudges each rep to improve upon the efficacy of their digital engagement.

worxogo nudge coach understands each reps' motivations and nudges them daily on their KPIs. These small yet deeply impactful nudges made a huge difference coached reps to alter their approach to their interactions with A-class HCPs.

worxogo Nudge Coach was integrated with the company's existing CRM. Daily personalized nudges help the reps to increase their digital engagement & prescriber base. Instant recognition and rewards through badges and points, incentivized them to generate more prescriptions and increase the wallet share of A-class prescribing HCPs.

The managers were able to track individual MRs' performance and identify reps not doing well and intervene at the right point. By helping the managers focus on what's really important for each MR, nudge coach acted like a productivity wingman, resulting in higher engagement and prescriptions for the giant.



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The Outcome

13%

Expansion of
Prescriber Base

10%

Increase in # of
Prescriptions
Generated

17%

Increase in A
Class HCP's
with > 50%
Wallet Share

8%

Increase in
Digital
Engagement

With access to behavioral insights from worxogo Nudge Coach, the management was able to improve its digital engagement capabilities.

With the help of the Nudge Coach, the revenue sheets reported a significant increase in the wallet share of A-class HCPs along with growth in the number of prescriptions generated by these HCPs.