

Physician segmentation for recommending Diabetics medication

THE CHALLENGE

Our client, a European pharmaceutical company with operations in +180 countries, launched a new Diabetics medication. In order to establish a sales head start, the company needed to refine its targets and understand physicians' referral patterns.

OUR SOLUTION

We combined a four-step approach in order to cover the most physicians at a fraction of the cost. First, we conducted a primary research with a small sample of 250 physicians on their willingness to recommend the med. Next, we used desk research and web-scraping to gain additional data, e.g. physicians' prices and insurance schemes, and regional Diabetics prevalence. Third, we combined all data to design a segmentation model. Through means of KNN we defined clusters of physicians with similar characteristics, based on the additionally retrieved data and internal CRM data. That allowed us to extrapolate the willingness to recommend of the 250 physicians from the primary research onto a set of 7,000 physicians. Lastly, an empirical test by the client let us retrain the model and achieve an accuracy of 80%.

THE RESULTS

GemSeek provided the client with 7,000 physicians, grouped into 4 segments based on their recommendation potential. As a result, our client designed its sales message to each segment and optimized its efforts and localization investment.

