Brand Insights

tellius

Deeper, faster brand and competitive performance analysis

> **What drove** market share **growth for** Brand X last quarter?
>
> What are the top 10 brands by NBRx amongst Tier 1 targets?
>
> Compare NBRx for Drug X and Y in the southwest last month
>
> How is the source of new business trending monthly?
>
> Show top 5 switches and new patient starts for Drug Y
>
> Which brands had the most patient switches in the last 2 months?

Commercial Insights Challenges Today

Brand analysis is tougher today than ever before. Customer targeting, segmentation, behavioral analysis, marketing mix modeling, performance drivers analysis, product launch analytics are challenging not due to a lack of data, but rather because of the sheer abundance and diversity of data—prescriber, patient, market, sales, finance, digital, third-party data (IQVIA, Symphony, etc.). The landscape is in flux too—competitive, formulary, and regulatory, as are growing needs across the business.

Failing to meet brand and commercial analytics needs can lead to costly mistakes and missed brand opportunities. AI-powered analytics can help.

AI-Powered Analytics for Commercial Insights

Tellius is a leading AI analytics platform that enables anyone to easily ask ad hoc questions of their full data, perform deep analysis more efficiently, and make advanced analytics more accessible. This is possible through a Google-like natural language search interface, best-fit visualization results, intuitive live dashboarding/reporting/sharing, deep automated insights, and accessible advanced analytics.

This allows brand analytics teams to analyze their data rapidly, spot trends and anomalies, and apply advanced analytics without an army of data scientists—to course-correct brand actions faster, capitalize on opportunities more efficiently, grow market share, and minimize risk.

Why Tellius for Pharma Brand Insights

Tellius is an AI-powered analytics platform that enables life science organizations to answer ad hoc questions and get faster insights from multiple sources easier, using ML-automation.

- Spot hidden connections between HCP and patient behavior and product performance.

- Dive deep into brand changes in natural language (no SQL necessary!).

- Easily connect, blend, query, and draw insights from a variety of internal and syndicated (third-party) data sources.

- Proactively monitor brand health, removing painful manual processes.

BRAND INSIGHTS USE CASES

Brand Performance Drivers

Tracking brand performance across products, geographies, and prescribers—and uncovering drivers and patterns—is dramatically faster with Tellius. Our AI analytics platform automates brand tracking and reporting by integrating with disparate internal and external data sources and outputting easily consumable live dashboards and reports that are fully drillable and shareable. Natural language query gives brand teams unparalleled ease of analysis into patient profiles and segments; new therapy starts and switches; treatment patterns; sources of business; usage/prescription/procedure volume comparisons compared to competitors, and much more.

Product Launch Analytics

Tellius helps brand teams maximize the impact of launches by enabling easier benchmarking of previous launches via lightweight data enrichment so you can have a better sense of what to expect from an upcoming launch. Tellius' automated market access change tracking allows brand teams to see how long it takes formularies to cover particular drugs, which can inform new rollouts. Post-launch, Tellius helps monitor brand health by automatically tracking key customer segments and specialty groups for brand uptake and switching behaviors.

Competitive Tracking & Market Share

Monitoring competitive dynamics, formulary movements, and market share changes is challenging with legacy BI platforms that lack granular views into the underlying data and contextual insights to make informed decisions. Tellius features natural language ad hoc exploration of all your various data sources, as well as ML-based anomaly detection and threshold-based alerting so your team is proactively notified when market share trend breaks occur with the change and the reason for the change so you can course-correct faster and capitalize on market opportunities.

Multichannel & Omnichannel HCP Engagement

Tellius helps brand teams create 360-degree views of individual HCPs and target segments based on a wide variety of data—interactions, HCP characteristics, competitive dynamics—for greater personalization and targeting efforts. This holistic view allows brand teams to derive insights and identify the most impactful touch points with individual HCPs based on prescribing preferences. This ensures the right treatments reaches the right patients at the right time—in turn, informing ongoing improvements to HCP prioritization, marketing mix, and product positioning and messaging.

Success Story

A global biopharma company's brand analytics team was struggling to segment and target HCPs due to their inability to rapidly combine available first- and third-party data to formulate a comprehensive 360-degree view of the HCP. However, Tellius makes combining internal and external data from IQVIA, Symphony and others easy. The result was optimized sales and marketing resources via better targeted, personalized HCP engagement.

360°
view
of HCPs

84%
improvement in ad hoc
request turnaround time

3%
market share increase
from better targetting