Tiger Analytics

A Global Pharma Company built and deployed a scalable HCP Engagement Solution to cover all Markets x Brands



The Background

Engaged HCPs appreciate a brand's distinctive competitive advantage and consequently help drive product uptake and market share. Our NBX Solution is designed to maximize the impact of each HCP interaction with the brand to optimize overall HCP Engagement.



Key Business Challenges

- \ What is the best time to interact with the HCPs?
- \ What is the best engagement channel to reach out to the HCPs?
- \ What is the right message to drive the desired behavioral outcomes with the target HCPs

Key Challenges

- \ High deployment time
- Integration of complex data
- \ Incorporation of business rules
- \ Process automation
- **** Scalability



Our Solution

- \ Understand attribute of each promotional channel
- \ Defined promotional channel-specific success criteria
- \ Incorporated Business Rules and Constraints
- \ Used channel-specific intermediate features for feature generalization/ standardization
- \ Established cross-geography and cross-brand data foundation
- \ Enabled MLOps to ensure Scalability

Solution Architecture

PHASE 1 PHASE 2 PHASE 3

One Product x Geography



Newer Products x Geographies



All Products x Geographies



Algorithm Development

Standardization

Automation

- Product: Oncology (Lung)
- · Market: Australia
- Models
 Experimented:
 Xgboost, Linear
 models, Random
 Forest etc.
- Markets: Expanded to Brazil and Canada
- Generalizable features introduced
- Model: XgBoost with country-specific finetuning
- Products: Added more indications
- Markets: Deployed to 5 countries +5 in pipelines
- Model: XgBoost with flexibility to switch to other models based on end-user preference.

Value Delivered

Increase in HCP Response rate by up to 75%

Reduction in deployment time by ~75%

Increased scalability

Unstructured data processing

Implementation of feedback loop



About Us

Tiger Analytics is a global leader in Al and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack Al and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what Al and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents. www.tigeranalytics.com

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