



CASE STUDY

# SEGMENTATION AND TARGETING OF ORGANIZED CUSTOMERS



## EXECUTIVE SUMMARY

A biopharmaceutical company wanted our help in targeting influential IDNs who would be likely to promote the objectives of their company. We provided a novel method for measuring IDN influence and incentive structure that provided a superior targeted approach compared to other IDN targeting strategies. The details of our method and our client's results are discussed within this case study.

## INTRODUCTION

Our client, a top 20 global biopharmaceutical company was interested in finding an improved technique for strategically targeting integrated delivery networks (IDNs) within the healthcare system. Specifically, our client recognized the need to consider not only IDN influence but also IDN incentives, as outcomes of influence are directly affected by specific incentives. We developed metrics to overcome challenges that sales teams face when calling on organized customers.

## DEFINING THE CHALLENGES

Traditional approaches fail in identifying IDNs primarily because they:

- Use metrics that do not adequately capture IDN influence
- Do not account for IDN incentives
- Lack geographic specificity

## SOLUTIONS, RESULTS, AND TAKEAWAYS

We provided our clients with two metrics for segmenting IDNs: iDN influence—which was a measure of the control the IDN had over the volume of distributed scripts, and IDN—which was a metric for the IDN's participation in non-FFs payment models, adjusted by the number of participating patients.

Our strategy enabled the targeted of 40 IDNs based on geography and IDN segmentation



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