

Referral Field Team Drives Incremental Sales for Medical Device Company

IQVIA data and analytics demonstrate increased field rep quarterly referrals

Situation

A medical device company specializing in cardiovascular solutions developed an implant that became popular among cardiologists who used it. The company then identified opportunities to raise awareness among cardiologists in clinic settings, to ensure they were familiar with the benefits of the implant, and ultimately increase the number of referrals for this procedure.

An outsourced field sales team had been educating clinic cardiologists about the implant, but did not achieve the share of voice the client needed to properly convey the benefits of the procedure. That's when they engaged IQVIA to recruit, educate and deploy a field team to work with clinic cardiologists on the types of patients who would be the best candidates for the implant.



Only about 50% of referring cardiologists were known before IQVIA data and analytics.

Challenges

Since the implant was a relatively new procedure, the FDA mandated the establishment of a patient registry. Within the registry, the customer noticed only about 50% of the referring cardiologists were named. Lack of data challenged proper market sizing, targeting, sales force deployment, as well as measurement of sales force effectiveness.

In order to meet the customer goal of increasing referrals, it was critical to deploy the right number of reps in the field and develop a model to measure their effectiveness. The customer needed better data and targeted field support to increase share of voice and drive referrals.

Solution

To identify opportunities for referrals, IQVIA used its longitudinal prescription and procedure data. Additionally, IQVIA took on the territories covered by the previous outsourced team, starting with nine part-time reps. The IQVIA referral team quickly integrated with the customer's internal training teams in hospitals and began seeing referral success.

Customers choose to work with IQVIA because they don't just want a vendor; they want a thought partner who brings new ideas to the table.

To measure effectiveness, the longitudinal analysis looked at whether referrals for the procedure increased, decreased, or stayed the same over the referral teams' tenure with and without the IQVIA field team. Then they analyzed the dataset of 1,200 cardiologists called on by the field reps and were able to identify:

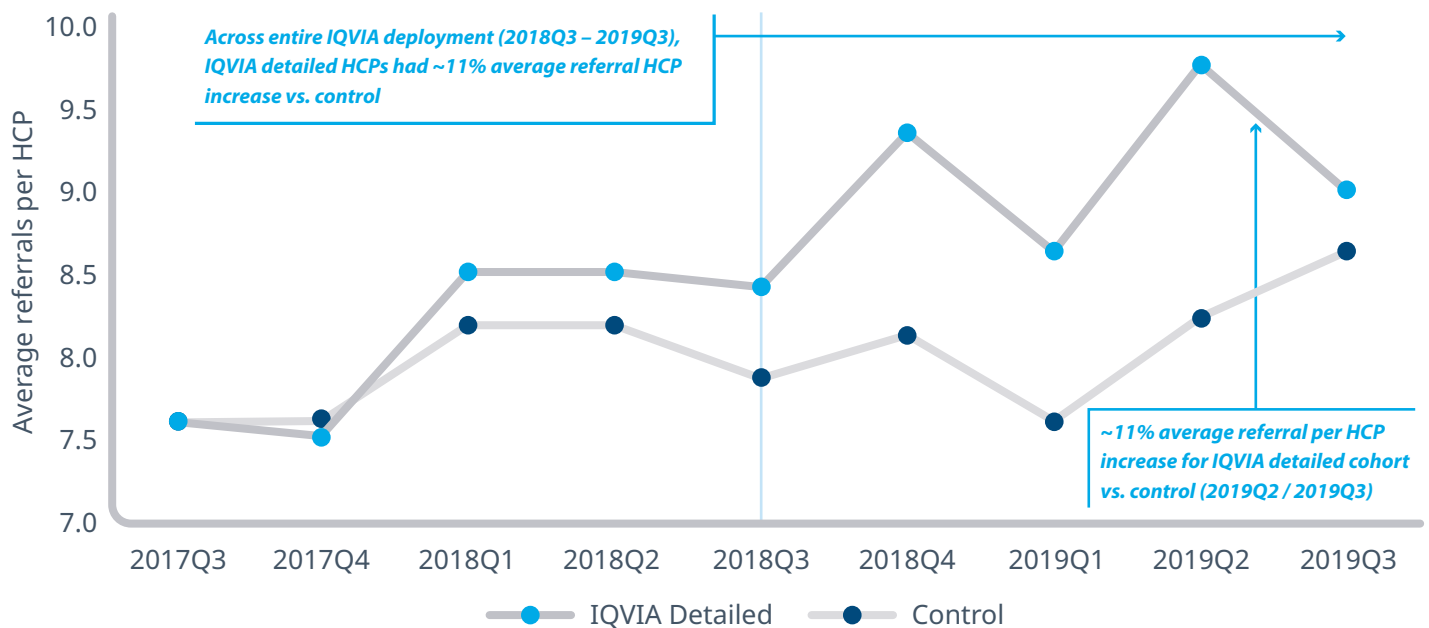
- The number of referred patients before AND after the referral team engagement
- Market factors driving cardiologists to increase their referrals

The study compared the field team targets with a control group of similar size and physician profile over the same period. IQVIA expanded the dataset to look at all cardiologists in the nation and identified the cardiologists with a similar profile to the highest-referring cardiologists in the original group of 1,200.



Customer hired several reps, a testament to quality recruiting.

IQVIA Detailed Group Performance vs. Control Group Performance



Data Sources: IQVIA Medical and Institutional Claims, HPD – Note: Results are raw, not projected

Prior to IQVIA deployment, the number of average referrals per physician were similar. After the deployment, there was a significant improvement in the number of average referrals between the two cohorts.

Results

Using longitudinal prescription and procedural data, IQVIA was able to identify the referring physician for patients undergoing the procedure. Then quantify the impact of the referral team vs. the control group that was not called on.

At the height of the program, the referral team grew to 18 part-time reps. The customer even hired some of the reps, a testament to the quality recruiting.

IQVIA combined deep expertise in healthcare with data science capabilities to maximize the opportunity.

With the longitudinal and control group analyses, IQVIA found that the 1,200 cardiologists the field teams called on had referred one more patient per quarter, per physician, over the control group.

Each procedure is valued at approximately \$32,000, so the total return on investment of the referral teams is over \$33 million per quarter.