



INTERACTIVE MEDICA

Interactive Medica Insights

DELIVERING BUSINESS ADVANTAGE, FAST

Wilmington
Healthcare

Interactive Medica Insights

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Imagine having all your data sources in one place, connected and easy to access.

Imagine being able to use this connected data to monitor your KPIs and produce all your business reporting in one easy-to-implement platform.

Now you can.

Interactive Medica Insights connects all your data sources and insights through one platform. Allow teams from across your organisation to access all your connected and integrated business information in the right view to help them succeed.

Monitoring and measuring all activities in one place

Effectively flowing all data sources through one platform means all KPIs can be tracked consistently. Designed specifically for the healthcare market and servicing thousands of users every day, our Insights dashboards are an 'out-of-the-box' solution that can be tailored to meet your business needs.



Realise the benefits of Interactive Medica Insights, fast



Flexible

Maintain a 360° view of all your products at account, regional or national level, reflecting all relevant healthcare structures.



Accessible

All data sources, information and activities flow into the platform presenting consistent business intelligence to all users in cross-functional teams.



Seamless

Collate and connect all your business intelligence, seamlessly, visualised in dashboards and reports that meet industry standards.



Tailored

Whilst our Insights dashboards are an 'out-of-the-box' solution with none of the frustrations and cost implications of complex software implementations, they can be tailored to meet your specific business needs.

Why you need Interactive Medica Insights



Strategic account performance reviews through a KPI-driven business dashboard



Monitor and measure the activity of your key account teams, and the effectiveness of your multichannel campaigns



Achieve tangible value from your investment in data



Access to more than 50 industry-standard reports, customisable to your business needs



Full market insight in a single view to inform your planning and meaningful conversations with customers

We can work with all your qualitative and quantitative data, for example;

- Treatments, interventions, performance measures
- Disease prioritisation/formulary status
- HCO priorities
- Relative disease prevalence, demographics
- Financial situation
- Stakeholders and KOL types
- Activity/engagement
- Sales, marketing, digital interaction
- Segmentation, account plan metrics

Our agile approach ensures you have the solution that is optimised for your business. For further information, contact your account director or email info@wilmingtonhealthcare.com

CASE STUDY

A focused strategy

Our client came to us with a pan-European launch plan due by year end. The launch drug was intended to be a lifeline for underserved patients and needed to be introduced to the market successfully to ensure all patients could benefit from better care.

The client did not want another 'system' to hold data, instead they needed to bring their various data sources together. They wanted to deliver insight at the organisation level and track key performance indicators, all visualised within a dashboard that could be tailored to the needs of end users and would support HCP discussions.

They wanted to work with a provider that was responsive, someone that would partner with them and provide support throughout the implementation and roll out phase.

Delivery timelines were a 'moving target' so agility in deployment was paramount. Having the capability to adapt the dashboards, KPIs and reports as the launch progressed was imperative.



Delivering results to drive success

- Early data mapping and structure design
 - 80% out-of-the-box delivery over 8 weeks (with immediate sandbox testing)
- Wide involvement and adoption across the business in planning, strategy and implementation
- Extensions to reports and user groups in plan
- Established model for other markets
- High usage statistics and feedback was very positive

For more information about this case study or to learn how Insights will help your business, contact your account director or email

info@wilmingtonhealthcare.com

“I was really impressed by the established product quality and ability to deliver on time for our plan.”

“We have to be flexible, evolving our launch plan to adapt to the current disruption across the healthcare landscape.”

