

## Case Study

# Enhancing Sales Strategy and Market Access for Pulmonary-Respiratory Therapy in Long-Term Care



Using PointClickCare Life Sciences data-driven solution provided us with valuable insights into the healthcare provider landscape, prescribing habits, and competitor behavior enabling us to enhance our sales strategy and market access for our pulmonary-respiratory therapy in long-term care.

CLIENT V7

## The Challenge

Client V7 aimed to improve their sales strategy and market access for their pulmonary-respiratory therapy in the long-term care setting. They needed information to better understand the healthcare providers (HCP) in this population and target them effectively. The key challenges were having limited access, lack of knowledge, and a limited understanding of competitor's behavior and perception of the HCP landscape.

## The Solution

We provided Client V7 with a comprehensive solution that bridged different silos within the healthcare system. By leveraging our pharmacy facility and provider-level data, Client V7 gained valuable insights into how they were connected. This allowed them to identify and target the correct providers for their therapy. Additionally, our data provided insights into prescribing habits, competitor landscape, and switching behaviors among HCPs, which allowed Client V7 to refine their sales strategy.

"Our ability to ensure our data is flexible and customizable gave them the visual representation they were looking for, ultimately aiding in their ability to receive a specific or custom output"  
- Connor Moriarty, Executive Director at PointClickCare Life Sciences.

## The Impact

Our customized dashboard played a vital role in delivering the data to Client V7 by presenting clean answers and visual representations of the raw data. It was designed to be user-friendly and accessible for various types of users, whether they were data scientists, sales personnel, or individuals with limited data science and technical expertise. The flexibility and customization of the dashboard ensured that Client V7 could filter and modify the data to meet their specific needs, enhancing their ability to target the population effectively and maximize their sales strategy.

## About PointClickCare Life Sciences

With enough data where projections aren't needed, PointClickCare Life Sciences repository of long-term care and post-acute care data allows you to gain near real time insights with access to higher diagnoses counts, receive continuously updated data, and mine unmatched data sets for the aging and vulnerable populations.