

# EMERGING PHARMA'S DATA OVERLOAD

Increasing amounts of data put pressure on pharmaceutical commercial teams.

**ORGANIZING & STORING DATA** IS ONE OF THE BIGGEST COMMERCIAL CHALLENGES COMPANIES FACE.



of companies see **data organization** as one of their top hurdles when it comes to effectively using business intelligence tools.

DATA MANAGEMENT CHALLENGES MAKE IT DIFFICULT TO UNCOVER VALUABLE COMMERCIAL INSIGHTS. **ADVANCED ANALYTICS CAN HELP.** HOWEVER, NEARLY



use **advanced analytics** only "somewhat" or to a "limited extent" to generate commercial insights.

## DATA ANALYTICS IMPACT HOW COMPANIES PAY THEIR SALES FORCES



WHEN DESIGNING **INCENTIVE COMPENSATION PLANS** AND SETTING GOALS AND COMMISSION RATES,

AS A RESULT, COMPANIES STRUGGLE TO RETAIN **FIELD SALES REPRESENTATIVES**

**63%**

say advanced analytics and modeling play only a "moderate" role.

**36%**

REPORT THEIR **ANNUAL SALES FORCE TURN-OVER EXCEEDS 20%.**

Source: 2019 Emerging Pharma Pulse Report from Beghou Consulting