



Supercharging ATUs in Pharmaceutical Companies

Unleashing the power of digital and AI by integrating them within the ATU journey

Introduction

Customer data and insights are more critical than ever before to gain an edge in today's competitive market. Pharmaceutical companies spend millions on primary market research to get ahead. Yet most firms still struggle to integrate new digital avenues, AI, and big data in a meaningful way. Awareness, Trial, and Usage (ATU) research studies aiming to measure brand awareness, evaluate trial usage and gain insights for brand strategy planning are regularly conducted exercises that have remained largely unchanged for decades.

One of the key pain points mentioned by pharma brand teams is the challenge of connecting ATU results, typically "summarized" in 200-page long reports, with existing information such as Healthcare Professional (HCP) profiles and Customer Relationship Management (CRM) data.

There is also lack of insights from publicly available sources which can reveal more than the usual CRM notes on an HCP.

By using social listening tools to analyze online forums, social media, and academic publications, ATUs can gain a deeper understanding of HCP perspectives, treatment preferences, and emerging healthcare trends.

Healthcare organizations are starting to harness hybrid approaches to the tried and tested ATU, increasing breadth, depth, resolution, and clarity of customer insights to unprecedented levels with only modest investments. Prominent examples from leading pharma MNCs are:

1. Point-in-time to real-time data analysis

By leveraging AI and big data analytics, pharmas can move away from traditional manual analysis of research reports and instead adopt real-time data analysis on consumer perceptions and sentiments. This allows for quicker identification of trends, patterns, and actionable insights,

enabling brand teams to make more informed decisions in a timely manner.

2. From reports and excel files to data integration and visualization

AI tools can aid in integrating and visualizing data from multiple sources, providing a comprehensive view of customer insights. By bringing together data from ATU research studies, sales data, customer feedback, and other relevant sources, pharmas can gain a holistic understanding of their market position and identify meaningful connections. This enables brand teams to uncover hidden opportunities, detect emerging trends, and align their strategies with market demands.

3. Becoming data savvy by moving from retrospective to prediction

By analyzing real-time and historical data, pharma companies are able to identify early indicators of emerging trends, such as changes in customer preferences and competitive landscape which can inform strategic decision making. By understanding these trends in advance, companies are able to adjust their marketing strategies, product portfolios and resource allocations accordingly.

In this paper we discuss how pharma organizations can get ahead by identifying their most glaring gaps and prioritizing the most critical changes needed.

Lets start with enhancing the ATU panel selection process

The current process of panel selection for the ATU studies relies on legacy data sources such as own target lists, or databases. This often results in a narrow and skewed pool of HCP candidates, risking confirmation bias or even missing out on valuable insights from a broader range of experts.

What would help?

Deep web scraping on HCPs to map their digital footprint and identify KOLs

By tracking the digital activities of healthcare professionals (HCPs) across various channels, including social media, publications, podcasts, and more, pharmas can gain a comprehensive view of their online behavior. This data enables a deeper understanding of HCP engagement, interests, and opinions and can be used to enhance the quality and relevance of your panel responses.

Below is an example of publications data pulled from ResearchGate on certain HCPs. One can gather data on # papers published, topics of interest, co-authors which can also be expanded to identify the HCP's network and expertise areas.

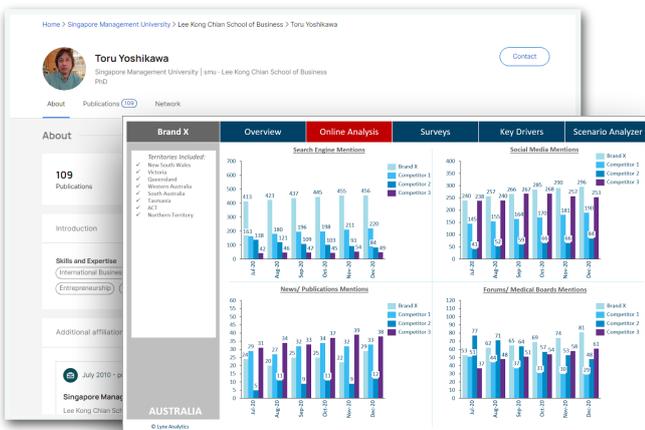


Figure 1: ResearchGate profile example of an HCP

Then... Add real time insights to your ATU summaries

The current insights generated by the ATU studies are based only on HCP responses which may only partially indicate their 'real' brand perception due to the nature of how the questionnaire is designed for the market research. There is more than what meets the eye in what the HCPs think about the brand and also about the competitors.

What would help?

Social listening, trend monitoring, and brand tracking

This allows companies to monitor online conversations among HCPs across platforms like Twitter, Facebook, forums, and online communities. By analyzing these discussions, pharmas can identify trends, track brand perception, and gauge customer sentiment in real-time.

This complements the traditional ATU outputs by providing context and connecting individual responses with larger topics discussed in the HCP communities relevant to your brand.

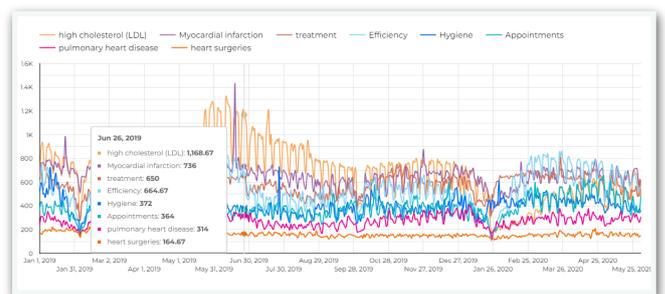


Figure 2: Trend monitoring of certain keywords surrounding a cardiovascular drug on a search website

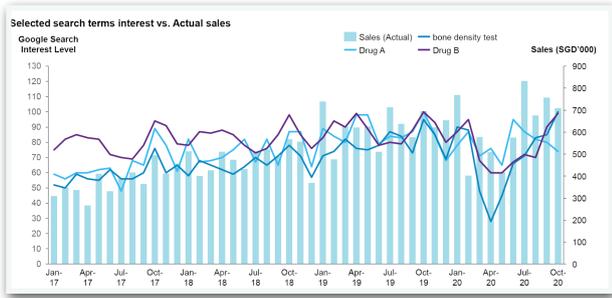


Figure 3: Selected search terms indicating interest vs. actual drug sales

Events and conferences tracking

Events are often change catalysts in opinion, treatment paradigm and emergence of novel approaches. Hence, connecting the standard ATU metrics with these tectonic shifts can help bring the relevant context and allow brand teams to respond to corresponding sentiment and behavior shifts in a timely manner. This can include real-time monitoring of HCP opinions, needs, and concerns related to specific events like the release of trial data or industry conferences like ESCO.



Figure 4: Press releases detailing the key trial result presented during the ESMO conference along with the details on the author

Medications	#Mentions	Overall Sentiment	Keywords & Discussion Points
Palbociclib	11	Somewhat cautious and critical Further studies are needed to understand its optimal use and potential limitations.	<ul style="list-style-type: none"> PALOMA-2 clinical trial Missing survival data Endocrine therapy
Ribociclib	9	Positive Valuable and effective treatment option for HR+/HER2- MBC	<ul style="list-style-type: none"> MONALEESA clinical trial Pre-/peri-menopausal First-line in HR+/HER2- MBC treatment
Abemaciclib	11	More positive compared to Palbociclib but not as explicitly emphasized as Ribociclib Valuable treatment option for HR+/HER2- MBC, particularly when used in combination with endocrine therapy.	<ul style="list-style-type: none"> MONARCH-3 clinical trial Monotherapy NSAI: Non-Steroidal aromatase inhibitors

Figure 5: Summary of articles published on CDK 4/6 inhibitors on the medications along with a sentiment and keyword analysis

Triangulate this information with the internal data captured by pharma companies

The above-mentioned data can be combined with the internal data available to you, likely on a Data Lake or a warehouse solution like AWS, GCP or Azure platforms. We have listed out a few examples that we have seen previously with different customers:

- Rep Led Surveys + Digital surveys to collect prescription information.
- HCP profiles like 4D segmentation (Potential, Brand Adoption Ladder, Digital Preference, KOLs)
- Other CRM data – Specialties, HCO affiliations, Interactions across channels
- Digital Engagement metrics with the HCPs
- HCP Portal engagement tracking

Lastly... Visualizations of insights and recommendations

Now that we have gathered the most important data points, it is crucial to effectively visualize and present these insights in a simple yet visually compelling manner, delivering impactful and punchy messages.

What would help?

Live and interactive dashboards

By utilizing data visualization techniques and creating visually engaging graphics, pharmaceutical companies can communicate complex information succinctly, making it easier for stakeholders to understand and act upon the key insights derived from the data. One effective approach is to implement a live dashboard that aggregates and integrates data from multiple sources. By utilizing tools like Tableau or PowerBI, organizations can build dynamic dashboards that incorporate all the information and analysis traditionally found in an ATU report, while also integrating external data and internal datasets.

This live dashboard, updated daily, provides real-time access to sales and marketing guidance. It can feature visually appealing charts, graphs, and interactive elements that highlight key findings, trends, and actionable insights with a personalized approach towards each type of stakeholder ranging from the leadership teams looking to make quick decisions to a brand manager looking to find market insights in order to create a brand strategy. This not only enhances the visual presentation but also facilitates better collaboration and decision-making across different teams within the pharmaceutical company.



Figure 6: Dashboard giving out different summaries intended for different stakeholder groups like executives, brand managers along with a scenario analyzer to run simulations

Advanced topics for mature digital organizations

Using AI models and integrating with LLMs for prescriptive analytics

By deploying a recommendation engine integrated with a chatbot, pharmaceutical companies can strengthen their commercial strategy by staying ahead on the technology adoption curve. The recommendation engine generates personalized insights for stakeholders, summarizing brand specific results, trends, and indirect outputs that may not be readily identifiable from visual charts.

This enables companies to understand the impact of various factors, such as visits from medical representatives and online presence, on brand awareness. Additionally, the recommendation engine allows for what-if scenario analyses, enabling companies to predict the potential impacts of different actions on sales or brand attributes.

For example, they can simulate the effects of organizing a seminar with key opinion leaders or increasing the frequency of face-to-face interactions with medical representatives. These predictions provide accurate forecasts for the next two to three months, helping companies make informed decisions about their strategies. By leveraging the power of the LLMs, pharmaceutical companies can gain valuable insights, optimize their commercial strategies, and proactively adapt to market dynamics. This technology-driven approach can be a game-changer for pharma companies to generate prescriptive insights in an easy-to-digest interpretation for the stakeholders.

Limitations of ATUs

How to supercharge them with complementary solutions?



Limited reach and audience selection

AI/Algorithmic approach can help make much more informed decisions on audience selection for your ATUs and apply behavioral science-based tweaks to recruit even your busiest prescribers



Lengthy, offline, and delayed

Platform based approach provides 100% transparency on recruitment, profiles, stratification, and interview/survey progress simply via dashboards and Messaging services



Narrow lens and confirmation bias

Complement aggregated insight from the primary market research with additional information on digital behavior



Overwhelming statistics vs actionable insights

Smart data engines comb through the data and generate flexible dashboards, Conversation-led data exploration (AI/GPT) and actionable management advice.



Information Silos/disconnect between brands and points in time especially with multiple agencies

Integration of historical current and future results of market research through smart data platform that allows seamless tracking over time via integrated dashboards



Low frequency of new insights

Catch behavioral changes early through AI supported extrapolation (understanding the correlation between available real-time data feeds and likely future ATU score shifts) -> daily updated “smart sentiment analysis” to bridge the weeks and months between in-depth ATUs

Figure 7: Summary of solutions to boost your ATUs

Conclusion

The pharmaceutical industry is at a pivotal moment where the power of AI and advanced digital capabilities can revolutionize the way ATU and other traditional market research results are used and interpreted. Pharmaceutical companies can harness the potential of external data collection, trend monitoring, and events tracking to unlock deeper insights and enhance their brand strategies. By integrating multiple data sources and leveraging the latest AI technologies, companies can overcome the limitations of traditional ATUs and gain real-time, actionable insights for informed decision-making.

Case Study

A US-based Big Pharma company successfully superpowered their ATU studies by integrating external digital data with their internal customer relationship management (CRM) data and market research surveys. They were able to identify key opinion leaders based on their specialty, prescribing behavior, and digital preferences. Leveraging AI-driven analytics, they designed personalized digital campaigns, delivering tailored content and interactive experiences to engage the identified HCPs. This data-driven approach resulted in increased brand awareness, higher HCP trial rates, and improved medication usage, as evidenced by data on prescription volume and survey responses.

Lynx Analytics Offerings

Lynx has worked with multiple big pharma companies to boost their commercial strategy by integrating Lynx PULSE, the online tool to collate publicly available along with the organization's internally available data. Lynx INSIGHT is a dashboard and chatbot solution that can be used to visualize these insights and recommendations in an easy-to-digest format. It's time to embrace this transformative approach and partner with Lynx to embark on a new era of efficiency, agility, and success. Lynx encourages pharmaceutical companies to tailor their digital ATU implementations to meet their specific business needs. Here are recommendations for mature and new brands:

Mature or end-stage brands: For brands that are mature or declining in the market, Lynx recommends focusing your digital ATUs on saving costs. This approach emphasizes

occasional automated, online interviews, and provides a live dashboard that integrates survey findings with internal data. Depending on the company's needs, it could add web crawling for key word trends or industry publications.

New or growing brands: For brands that have just launched or are in a growth phase, Lynx recommends digitizing ATUs to generate timely, high-quality ATU insights that increase your responsiveness and chances of success. This approach can emphasize multiple online interviews per year, a live dashboard integrated with internal data, web crawling and advanced analytics to identify and test key factors that drive sales or brand attributes.

[Contact us](#) today to discover how Lynx PULSE can supercharge your ATUs and propel your brand strategy forward.

Lynx PULSE

Online tool to collate publicly available data

- **External Data Collection on HCPs to map their digital footprint** – Tracking HCP’s digital activities across different channels (social media, publications, podcasts etc.)
- **Trend Monitoring and Customer Tracking**– Understand the perceived benefits by your customer of your product and its competitors by tracking HCP online conversations across different platforms (Twitter, Facebook etc.)
- **Events Tracker** – Discover HCP opinions, needs, concerns about your product and data during events (release of trial data, conferences like ASCO, ENMO etc.)



YOUR DATA

- **Market Research including ATU studies**
- **Rep-led surveys + digital surveys to collect prescription data**
- **HCP profiles (likely 3D Segmentation)** – Brand Adoption Ladder, Potential and Digital Preference scores
- **CRM Data** – Specialties, HCO affiliations, Interactions across channels (F2F, email etc.)



Lynx INSIGHT

AI based recommendations on next actions

- **Dashboard** – Visualize together the data collected across HCPs with insights on engagement and trend monitoring metrics
- **Chatbots using LLMs** – Rep facing chatbots using the PULSE + your data to suggest next best actions for the reps and provide suggestions on performance improvement

Figure 8: Lynx INSIGHTS