

# Unique Doctor Database Creation for a Large Indian Pharma company



VSM Software (P) Ltd



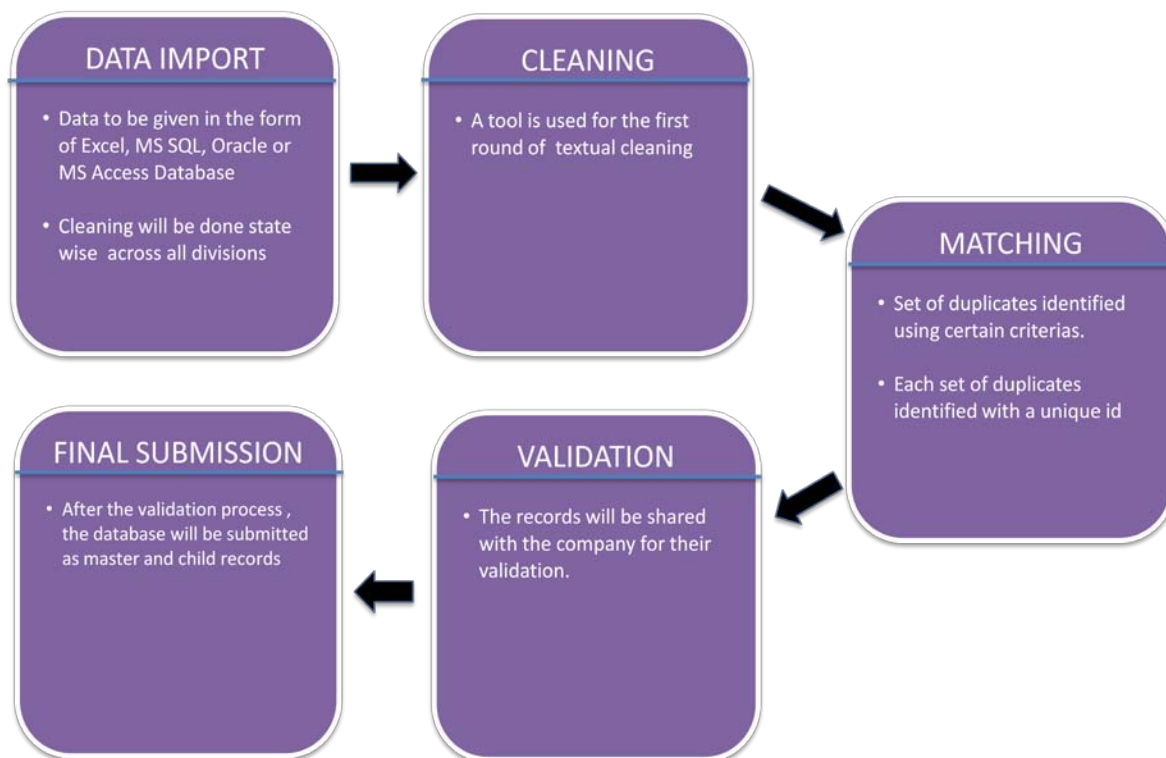
## Overview

Every pharma company has an assigned list of doctors that they meet and call on. There are situations when multiple sales reps from the same company meet the same HCP/Doctor. In such cases, there is a high possibility that the doctor database a company maintains has a lot of duplicates. It is quite essential from a company's point of view to be able to arrive at an aggregate spend on the doctor. Having a duplicate database is one of the first bottlenecks in arriving at this key figure.

## VSM's Role in the Project

For our client who was facing a similar challenge, we helped them in identifying duplicates and hence cleaning up their database.

The diagram below shows the process that we followed to create a unique database.



We performed this exercise for our client for the first time when the entire database was cleaned and validated. We also maintain the database on an ongoing basis. This means that the doctor database is updated on a periodic basis – all the new additions are first validated with the existing database to avoid any duplicates.



## **Benefits of our Services**

- The doctor database records were reduced by 50%.
- With the new unique database – further advanced profiling of the database was possible
- This database when interrelated with Prescription monitoring – could be used for Doctor potential evaluation
- This exercise made it easier for our client to evaluate the aggregate spend on the doctor.
- It Also helped the organization realize and save on sales force costs.