**DEFINITIVE HEALTHCARE**

Discover opportunity

# Definitive Healthcare Solution for Biopharma Sales: Rare Disease

## Reach revenue targets with improved sales and messaging tactics

The Definitive Healthcare Solution for Biopharma Sales: Rare Disease help companies get their treatments to the patients who need them with up-to-date, on-demand intelligence. Sales leaders use our solutions to drive top line revenue by designing more effective sales territories, maximizing sales executive performance, and improving competitive intelligence.

## Guide effective sales strategy with data and analytics

Get access to real-world medical and prescription claims data, industry-leading reference and affiliation data, advanced analytics, and professional services, so you can:

**1** **Develop targeted sales territories:** Leverage a wide variety of data points and metrics to create targeted sales territories and identify and engage the highest decile prescribers.

**2** **Boost sales performance:** Implement artificial intelligence and machine learning to analyze massive amounts of data from any source, and to quickly identify industry trends and adjust sales strategies.

**3** **Enhance competitive intelligence:** Utilize visualizations of combined claims and reference and affiliation data to understand both national and brand-level views of competitive market share.

## WITH DEFINITIVE HEALTHCARE, YOU CAN QUICKLY UNCOVER:

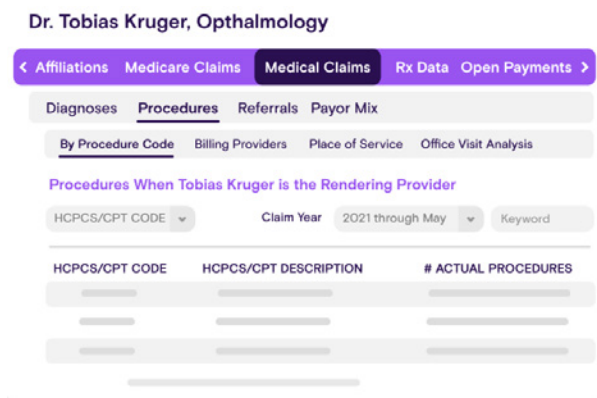**High decile prescribers**

**Shifts in treatment protocol**

**Competitors with largest market share**

definitivehc.com

## 1. DEVELOP TARGETED SALES TERRITORIES

The below image is from the PhysicianView product in the View Product Suite
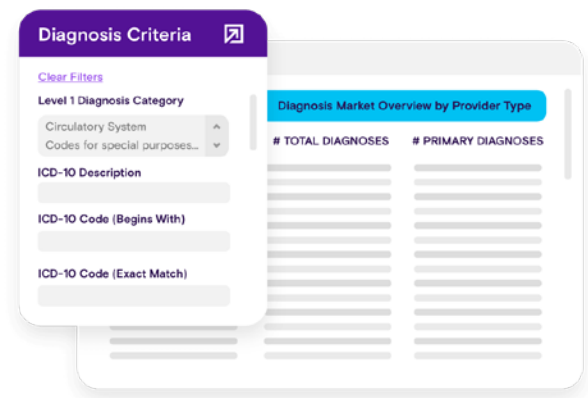


- What are the highest volume accounts?
- Who are the key prescribers?
- Where are areas of opportunity?

## 2. BOOST SALES PERFORMANCE

The below image is a representation of visualized data from the Atlas All-Payor Claims Dataset
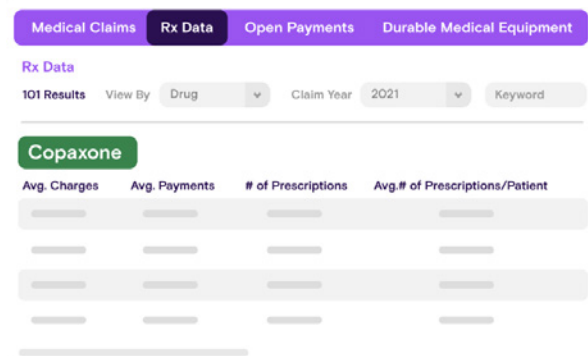


- What are the overarching market trends?
- How is our target population being treated?
- Where are prescriptions coming from?

## 3. ENHANCE COMPETITIVE INTELLIGENCE

The below image is a representation of visualized data from the Atlas Prescription Claims Dataset



- Which prescribers are specializing in my therapy area?
- What is the likelihood of a prescriber using a competitive product?
- Where are patients being referred?

→ **Learn how we can help you navigate sales strategies in rare disease today!**

definitivehc.com