

Custom Research to Support Account Segmentation

Engagement	Health Strategies Group: Deliverables
<p>Client needed to understand the differences among their target health system customers in order to optimally deploy promotional resources</p>	<ul style="list-style-type: none"> Generated a segmentation of the client’s target health system accounts that reflected the integration level and attitudes motivating institutional behaviors Provided recommendations for deploying promotional resources and product message themes for optimal impact
<p>Client wanted to define segments to address new populations in Medicaid and health insurance exchanges for coverage and pharmacy benefit management decision making</p>	<ul style="list-style-type: none"> Segmented states by Medicaid pharmacy benefit coverage to enable the client to deploy resources to capitalize on emerging business opportunities Assessed the impact of market trends in defined segment categories and identified segment-specific approaches to increase sales
<p>Client needed to profile 100 key institutions to better position the account team for meetings and conversations</p>	<ul style="list-style-type: none"> Provided critical assessment of organization needs and business priorities from a medical and pharmaceutical benefit perspective Developed 100 two-page profiles of target accounts addressing the business concerns of both the institutions and the client
<p>Client wanted to allocate and optimize promotional resources and messaging to support the launch of a new epilepsy product among health plans</p>	<ul style="list-style-type: none"> Segmented a large sample of the client’s target managed care accounts according to the attitudes that motivate plan behaviors Provided recommendations for deploying promotional resources and a field-ready tool for segmenting additional managed care accounts
<p>Preparing to launch a new product, client required a framework to segment their targeted managed care accounts and optimize the deployment of their sales and marketing resources</p>	<ul style="list-style-type: none"> Developed a segmentation model with three distinct segment descriptions, a list of target payer accounts by segment, and the size of each segment by number of lives and estimated prescription volume within the epilepsy category Presented segment-specific messaging themes and promotional resources as well as a segmenting tool for account managers

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