

VoD Success Story:

Publicis Managed Markets



“We’ve searched for a product specifically designed to handle the specialized needs of managed markets, which is why we’re so excited about VBioPharma.”

– Larry Green
VP, Managing Director, Publicis Managed Markets

CUSTOMER OVERVIEW

Publicis Managed Markets (PMM) provides the biopharmaceutical industry with managed markets solutions for every phase of a brand's lifecycle. Publicis Managed Markets account management teams provide emerging pharmaceutical and biotech companies with the expertise needed to impact managed markets channels for early product commercialization and ongoing optimization.

CHALLENGE

Nothing is simple in the pharmaceutical marketplace – especially when it comes to managed markets where securing a favorable formulary position for a particular drug is sometimes more important than actually positioning it to physicians. Managed markets is a unique pharmaceutical commercial sales group, requiring technology support tools with out-of-the ordinary functionality. Until recently, no such specialized tool existed, so managed market teams and companies like PMM struggled to force-fit generic technology that didn't meet their needs.

At PMM, its managed market specialists are responsible for calling on plan administrators, P&T committee members, and PBMs, capturing detailed information about the call including the next steps in the process, and reporting back to their pharmaceutical customers. PMM's employees essentially become the quarterback in charge of all communications between the pharmaceutical company and the managed care entity.

Because this process does not readily map with either traditional sales or traditional pharmaceutical sales processes, PMM found itself trying to work with multiple tools and paper-based systems to satisfy its customers' needs. None of these tools were integrated with one another and there was no easy way to develop progress reports for customers. Instead, PMM sales reps drafted customer progress reports by hand, and in various formats. This colossal effort was robbing field representatives of valuable selling time.

PMM wanted a new system designed specifically to handle the specialized needs of managed markets teams, including the following key features:

- Easy-to-use call activity recording tool
- Automated way to develop standardized customer reports
- Integration for shared best practices between marketing and the field
- Connectivity to third-party formulary data providers



“ Because of these benefits, our productivity improved by as much as 30%.”

- Larry Green, Publicis Managed Markets



SOLUTION APPROACH

Marianne Nugent, operations director for PMM, struggled to find a salesforce automation system that could handle all of the company's needs. After narrowing down their list of options, Publicis selected **Verticals onDemand's** VBioPharma® Managed Markets Edition CRM application. It was implemented in just a few weeks.

“Most other systems were geared towards conventional sales representatives,” said Nugent. “Verticals onDemand offered a flexible solution focused on managed markets and that could be easily customized to meet our business needs.”

Verticals onDemand launched its Managed Markets Edition of VBioPharma in 2007. The product is the only CRM system designed specifically for managed markets and was the industry's first CRM application built using the Software-as-a-Service (SaaS) model. The product includes detailed contact, account, and activity management modules as well as business planning functionality. In addition, the product comes pre-populated with critical formulary data that is kept up-to-date using web services.

BENEFITS

PMM can now communicate quickly and directly with the field force and capture all necessary information. The fast availability of better data has enabled the company to make smarter decisions, acting instead of reacting to events.

According to Nugent, “I know the system has made us very productive. In fact, the sales force has been acting as an extension of market research with of all the data we now collect.”

“VBioPharma enhances the effectiveness and efficiency of our account directors, which undoubtedly leads directly to improved formulary status and an increased competitive advantage for our biopharma clients,” says Larry Green, VP, Managing Director, Publicis Managed Markets.

Since implementing VBioPharma, PMM has experienced the following benefits:

- Increased Usability – instead of fumbling through paper reports and other inefficient tools, users find the new system extremely intuitive so they save time on all of their daily activities
- Improved Functionality – with important data readily available, PMM account directors and managers use the system as a time-saving business planning tool
- Enhanced Performance – more efficient account reps has led to improvements in formulary access and formulary position for PMM customers.

“Because of these benefits, our productivity improved by as much as 30%,” concluded Green.

THE PRODUCT

VBioPharma is the easiest-to-use, most flexible and most cost effective Pharma CRM product available and the only pre-validated product in the industry. VBioPharma combines leading functionality for primary care, specialty care, managed markets, and KOL management in a single application, empowering all of Pharma's customer-facing teams to integrate their strategies for optimum success.

THE TECHNOLOGY

Traditional enterprise software is dead. All new solutions are now based on the Software-as-a-Service (SaaS) model, delivered over the internet as a reliable service. When multi-tenant SaaS is done right, it delivers superior performance, scalability, reliability, and flexibility at a reasonable cost.

THE COMPANY

Verticals onDemand leverages the Force.com platform to deliver innovative CRM solutions for specific industry segments. Founded by software industry veterans, the initial focus is on the life sciences industry, where the company is quickly becoming the market leader. Verticals onDemand is a privately-held company based in the San Francisco Bay Area.

