

Solutions & Services for Health Sciences Companies

C-Metrix is a consulting and custom solution firm focused on helping Health Sciences companies optimize their marketing, sales and customer management activities leveraging breakthrough insights and data analytics. The insights are gained through extensive research and implementation success in the industry.

Founded in 2001, C-Metrix has worked with pharmaceutical and biotech companies, as well as managed care organizations to enhance performance in key areas by leveraging our core competencies in business strategy, market research and data analytics.

C-Metrix is committed to developing relationships with clients based on our key strengths and values: (1) innovative solutions to gain competitive advantage; (2) flexible business model that fits the clients needs; (3) spirit of strategic partnership with the client for immediate as well as longer term benefits.

C-Metrix Analytics Methodologies & Techniques

We apply the most effective methodologies and techniques from a variety of decision sciences to analyze and model data to gain actionable insights, make predictions and recommend the best action path for the Health Sciences company.

Some of the methodologies and techniques we employ are:

Cluster Analysis

Factor Analysis

Conjoint Analysis

Discriminant Analysis

Regression Analysis

CART Analysis

CHAID Analysis

Discrete Choice Analysis

Neural Networks

Linear Programming

Quadratic Programming

Spatial Analysis

C-Metrix Data Proficiencies and Unique, Proprietary Data Assets

We have deep expertise in the Health Sciences industry and extensive knowledge of data sources, both internal and external.

In addition, C-Metrix has databases containing unique data on physicians and customers including socio-economic-demographic profiles, attitudes, and behaviors compiled from primary and secondary research over the last dozen years. These data combined with data from the Health Sciences company's internal databases provide the foundation for unmatched results from our data analytics based solutions.

Some C-Metrix Solutions for Health Sciences Companies

Sales Force & Territory Optimization

Sales Forecasting

Market Segmentation

Segment Profitability Analysis

Product Profitability Analysis

Marketing Programs ROI Analysis

Sales Activities ROI Analysis

Sample Client Engagements

For a pharmaceutical company developed a modeling framework and software tool for optimizing sales territories on a dynamic basis which reflected the current and forecasted values of relevant variables such as the number of physicians, physician's specialty, number of prescriptions written, competitor sales force deployment, number of patients who filled the prescription in a territory different than the one where the prescription was written. Our optimization tool increased sales by 7% and reduced sales costs by 5% in the first year of use. Users of the tool stated that among its strengths were the ability to easily generate and compare results of "what if" scenarios and the robustness of the results.

Developed a comprehensive new product launch marketing program for a biopharmaceutical company specializing in medications for serious chronic illnesses. The program spanned product assessment in light of market needs and competitive offerings, implementation of a system to collect and analyze physician, patient and pharmacy feedback on an ongoing basis, and communication & advertising plans for the three constituencies.