

TRANSFORMING MEDICAL REPRESENTATIVE PERFORMANCE WITH ANALYTICS

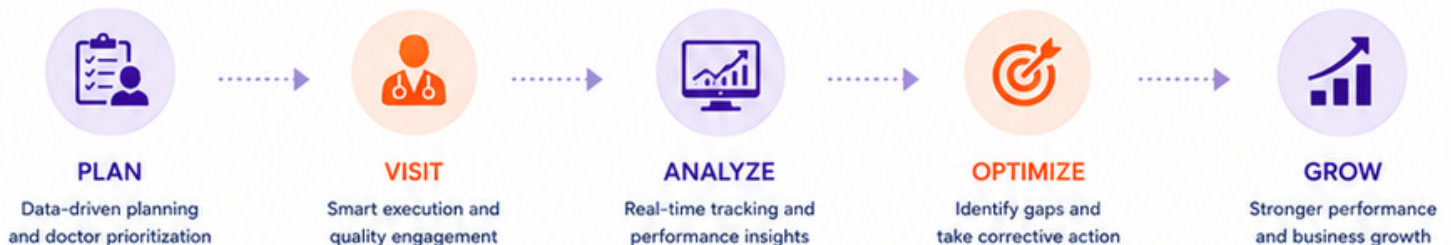
How DocNex helped a leading Indian pharmaceutical company improve field productivity, doctor coverage, and managerial visibility using real-time analytics.



KEY IMPACT AT A GLANCE (AFTER 6 MONTHS)



THE DOCNEX TRANSFORMATION JOURNEY



Turning field activity into actionable intelligence
and **measurable business outcomes.**



THE CHALLENGE & THE DOCNEX SOLUTION

From fragmented field operations to intelligent, data-driven execution

BUSINESS CHALLENGES

Despite a large and active field force, the company faced several challenges that limited productivity and business impact.



Legacy Doctor Call Planning

Doctor call plans were based on legacy relationships rather than prescription potential.



Delayed Territory Reviews

Territory performance reviews were delayed by 10–15 days, impacting timely corrective action.



Limited Manager Visibility

Sales managers had limited real-time visibility into MR coverage and productivity.



High-Potential Doctors Under-Served

High-potential doctors were under-served in several territories.



Manual Reporting Overload

Manual reporting consumed significant MR time, reducing time available for quality engagement.



Decisions Based on Assumptions

Business reviews relied more on assumptions than evidence, leading to sub-optimal decisions.

DOCNEX SOLUTION FRAMEWORK

DocNex helped the company build an analytics-driven MR management ecosystem that connects data, insights, and actions.

1



UNIFIED FIELD INTELLIGENCE

Integrated MR visit data, doctor master, territory mapping, product focus, sales trends, and manager inputs into a single analytics-ready view.

- Planned vs Actual visits
- Doctor coverage by segment
- Call frequency & visit quality
- Territory sales movement
- MR productivity by geography

2



DATA-DRIVEN DOCTOR PRIORITIZATION

Segmented doctors using prescription potential, specialty relevance, historical engagement, brand opportunity, and territory contribution.

- Helped MRs focus on the right doctors for higher impact.

3



MANAGER DASHBOARDS & ALERTS

Real-time dashboards and smart alerts for MRs, area managers, and leadership to identify gaps and act quickly.

- Missed high-potential doctors
- Low-coverage territories
- Product opportunity gaps
- Visit-to-sales correlation
- Coaching needs & field discipline

4



ANALYTICS-BASED BUSINESS REVIEWS

Shifted from delayed, manual updates to evidence-led, insight-rich reviews.

- Identify true performance drivers
- Uncover gaps & growth opportunities
- Take data-backed corrective actions

KEY SHIFT



From
Activity Tracking
& Manual Reporting



To
Intelligent Execution
& Performance Impact

DocNex transformed fragmented field data into actionable insights, enabling smarter planning, better execution, and measurable performance improvements across the organization.



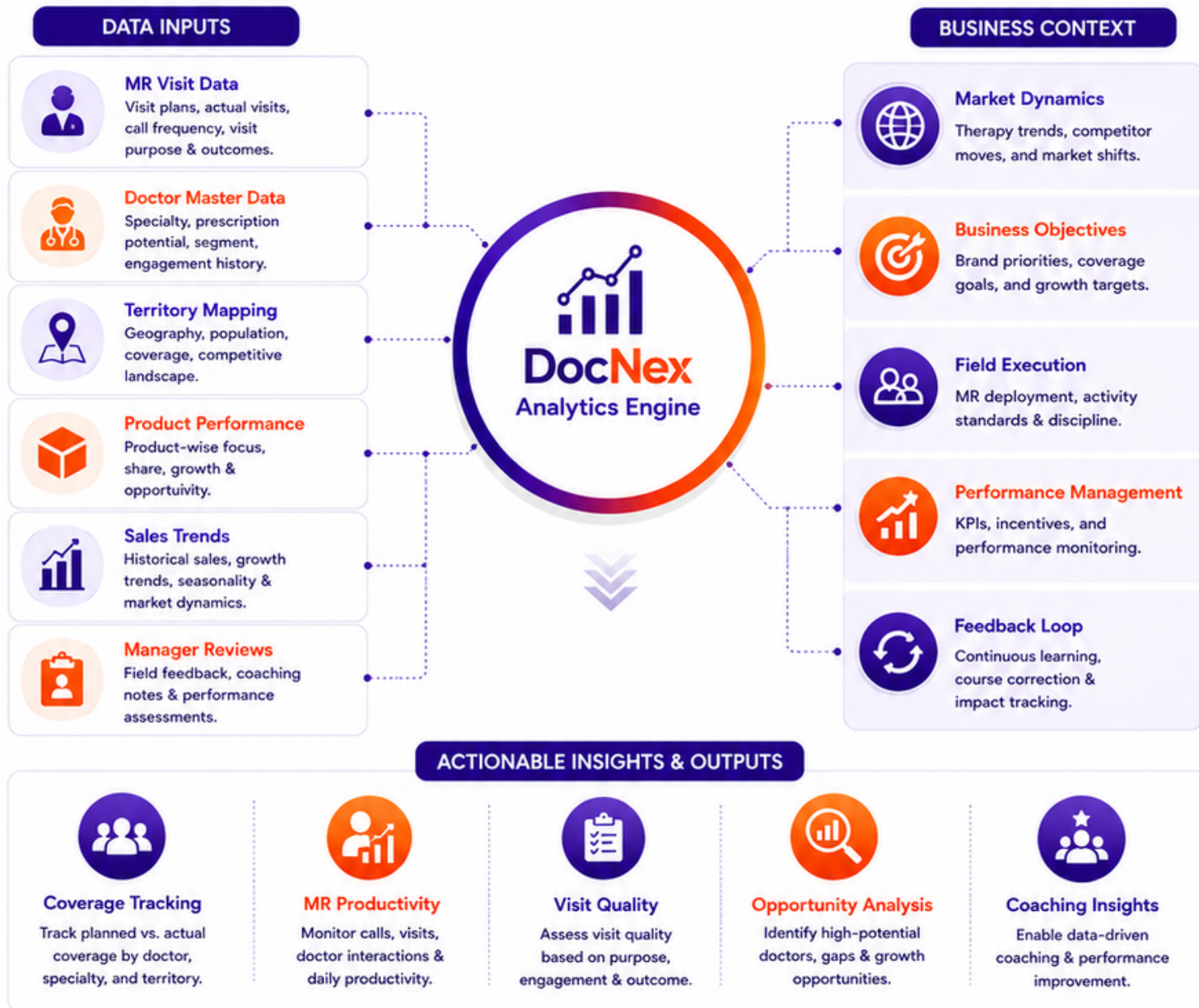
DocNex empowers field teams and managers with the **right insights** at the right time to drive **the right actions** and achieve **better business outcomes**.



THE DOCNEX ANALYTICS ECOSYSTEM

Connecting field activity with business intelligence

DocNex brings together diverse data sources across the field and organization into a unified analytics engine. This enables end-to-end visibility, smarter prioritization, and actionable insights for every level.



A SINGLE SOURCE OF TRUTH

DocNex unifies field data, market intelligence, and business context to provide a 360° view of MR performance.

- ✓ Reliable data for confident decision-making
- ✓ Real-time visibility for faster action
- ✓ Smarter prioritization of doctors and territories
- ✓ Stronger alignment between field execution and business goals



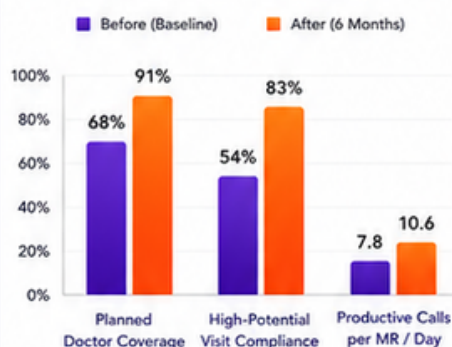
From data to decisions, from insights to impact –
DocNex empowers your field force to **perform smarter** and **grow stronger**.

PERFORMANCE IMPACT AT A GLANCE

Measurable improvements across key operational and business metrics within 6 months.

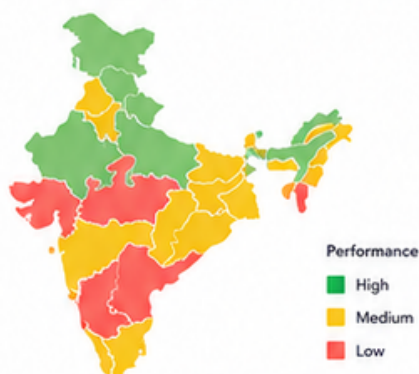
METRIC	BEFORE (Baseline)	AFTER (6 Months)	IMPROVEMENT
 Planned Doctor Coverage	68%	91%	↑ +23 percentage points
 High-Potential Doctor Visit Compliance	54%	83%	↑ +29 percentage points
 Average Daily Productive Calls per MR	7.8	10.6	↑ +36%
 Manual Reporting Time	90 min/day	35 min/day	↓ 61% reduction
 Manager Review Preparation Time	2 days	3 hours	↓ 80%+ reduction
 Sales Growth in Optimized Territories	Baseline	+14.8%	↑ +14.8% 6-month uplift

BEFORE vs AFTER SNAPSHOT



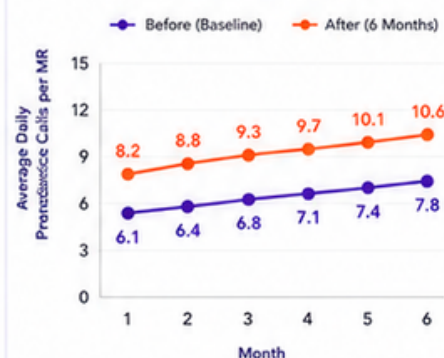
Significant improvement in coverage, compliance and daily productivity.

TERRITORY PERFORMANCE HEAT MAP



Analytics helped identify low-coverage territories and unlock high-growth opportunities.

PRODUCTIVE CALLS TREND



Consistent improvement in daily productive calls across the 6-month period.

KEY INSIGHTS

- ✓ Higher coverage and focus on the right doctors led to significantly better compliance and productivity.
- ✓ Reduced manual work gave MRs and managers more time for quality engagement.
- ✓ Faster reviews and real-time visibility improved manager coaching and field execution.
- ✓ Better alignment of activities with opportunities translated into stronger territory-level sales growth.

WHAT DRIVES THE IMPACT?



Right Focus

Data-driven prioritization ensured MRs spent time on high-potential doctors and territories.



Better Visibility

Real-time dashboards enabled early identification of gaps and quicker corrective actions.



Smarter Coaching

Managers used insights to coach effectively and improve MR performance.



Stronger Outcomes

Optimized execution converted field activities into measurable business results.



From better coverage to higher productivity and stronger sales – DocNex turns field data into **measurable business impact**.



BUSINESS IMPACT & CONCLUSION

With DocNex, the company moved from basic field reporting to intelligent field execution. Analytics empowered MRs with clear daily priorities, gave managers real-time visibility, and enabled leadership to make confident, data-backed decisions that drive growth.



KEY SUCCESS FACTORS



UNIFIED DATA

Consolidated field, doctor, territory, product, and sales data into a single source of truth.



INTELLIGENT PRIORITIZATION

Segmented doctors and focused MRs on high-potential opportunities that drive impact.



REAL-TIME VISIBILITY

Dashboards and alerts enabled managers to identify gaps early and take corrective action.



FASTER & BETTER REVIEWS

Analytics-led reviews reduced preparation time and improved the quality of discussions.



CONTINUOUS OPTIMIZATION

Data-driven insights created a loop of learning, coaching, and performance improvement.

DELIVERING MEASURABLE BUSINESS OUTCOMES



Improved Doctor Coverage

Higher and more consistent coverage across all specialties and territories.



Higher MR Productivity

More productive calls, better engagement, and stronger doctor relationships.



Better Manager Coaching

Data-backed coaching improved discipline, focus, and execution.



Reduced Reporting Effort

Less time on manual reporting, more time for meaningful field engagement.



Stronger Business Growth

Optimized territories delivered measurable sales growth and improved ROI.



DocNex transformed MR operations from activity tracking into **actionable field intelligence.**



Right Insights



Right Actions



Better Outcomes

CONCLUSION

DocNex enables pharma companies to transform MR operations through analytics-driven planning, execution tracking, and performance intelligence.

By connecting field activity with business outcomes, DocNex helps organizations build a smarter, more accountable, and more productive MR ecosystem that is future-ready.

WHAT'S NEXT?

- ✓ Expand analytics to secondary sales and inventory intelligence
- ✓ Integrate patient insight data for deeper market understanding
- ✓ Leverage AI/ML models for predictive planning and targeting
- ✓ Strengthen omnichannel engagement measurement
- ✓ Drive continuous innovation for sustainable growth



DocNex empowers pharmaceutical organizations to make **every** field interaction count and every decision **impactful**.



Smarter Execution



Measurable Impact



Sustainable Growth