

CREATE AND MANAGE LEVELS OF CUSTOMER AFFILIATIONS

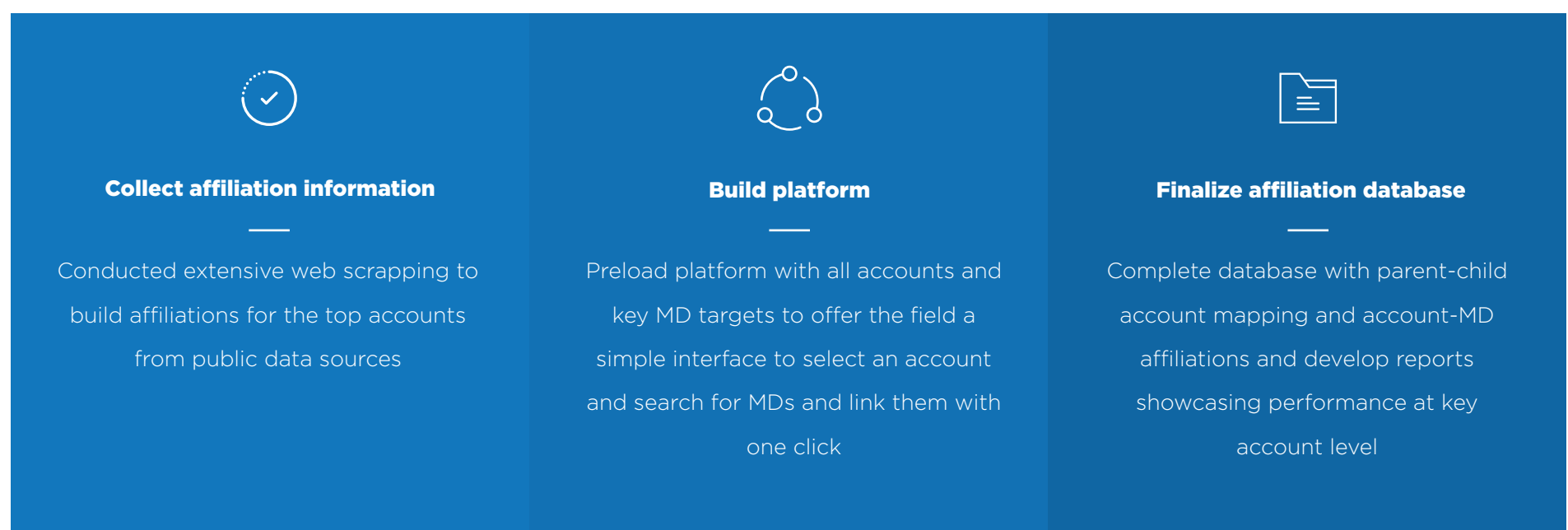
CLIENT NEED

An Oncology client wanted to evaluate their key account strategy in prostate cancer and understand how Oncologists and Urologists are affiliated to various cancer centers, the organizations that manage them, and ultimately, GPOs that manage purchasing for these centers.

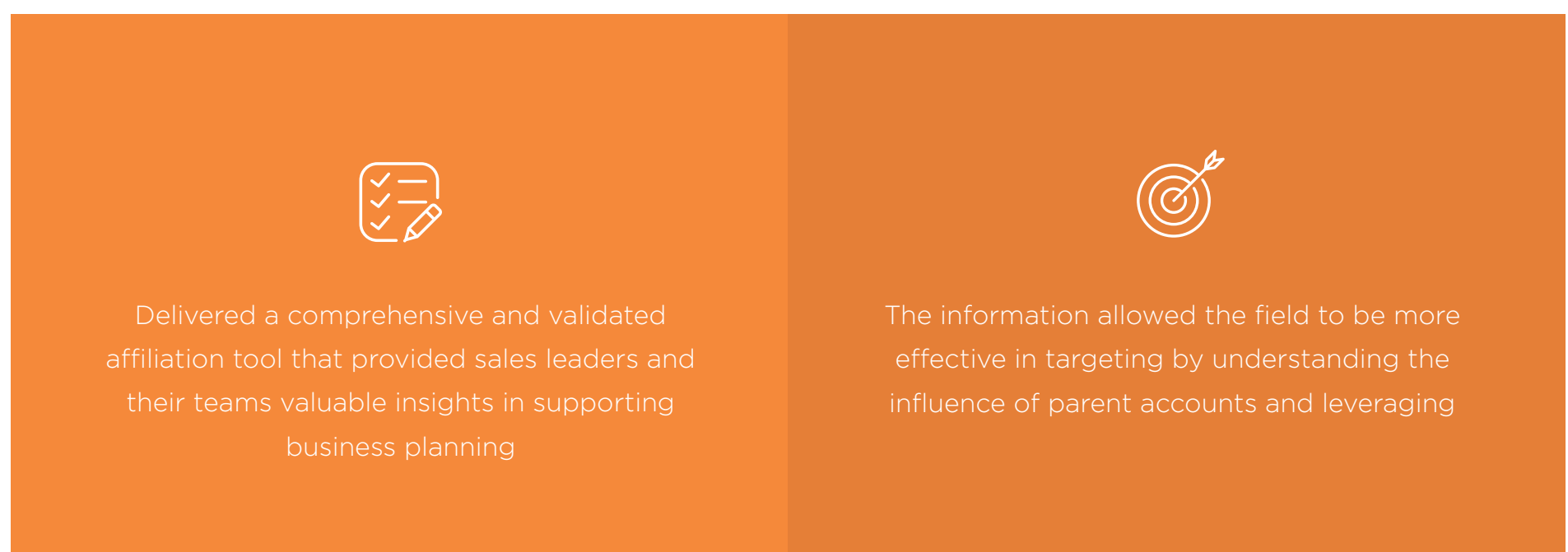
OUR SOLUTION

There is no reliable information available that can be directly sourced for MD affiliation. 159 leveraged affiliation information available from public data sources (via web scraping, manual validations and structured databases) in a user-friendly platform for field input and validation that resulted in a comprehensive affiliations database that was able to map about 93% of the business to the relevant organization.

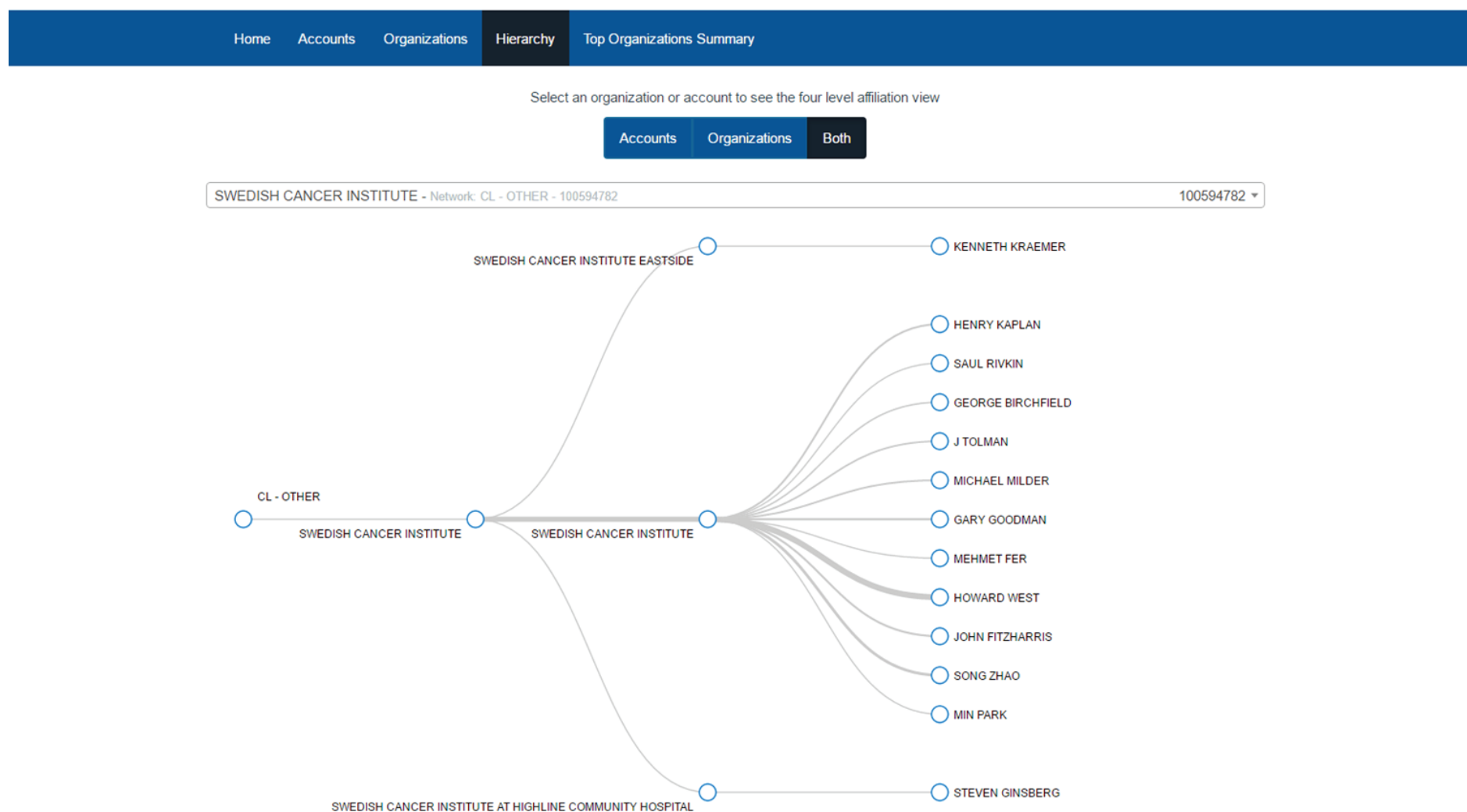
OUR APPROACH



PROJECT OUTCOME



AFFILIATION ILLUSTRATION FROM AFFILIATION MANAGEMENT TOOL



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Deepak Gopinath is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 11+ years experience in Life sciences (Pharma, Biotech, and Medical Devices) advising senior leaders on sales strategy, go to market strategy, marketing analytics and sales operations. Prior to joining 159, he worked at ZS Associates where he led a broad range of sales and marketing engagements and setup the offshore B2B team. Deepak has an MBA from the Ross School of Business, University of Michigan and an undergraduate degree from the Indian Institute of Technology, Madras.

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