Challenges with Pharmaceutical Data

Pharmaceutical companies are in a continuous challenging environment. It takes over $2.5 billion to bring a new product to market.[1] Over 80% of the drugs on the market are generic.[2] And, emerging markets are increasing in production.[3]

There are less blockbuster drugs and pharmaceutical companies under the added pressure to re-assess R&D costs. In the midst of all this, payers are seen more as a barrier than a customer [4] and fraud is on the rise with a total of $2.9 billion in fines between 2016 and 2017.[5]

Plus, many pharmaceutical companies aren't prepared to make strategic decisions based on their current data because the data is siloed across departments and they have too much data being created daily. Consider the departments within pharmaceuticals that rely heavily on data to make important business decision every day:

- **Commercialization -** Prescription drug and patient indications
- **Analytics -** Automated analysis of payer information and changes
- **Supply Chain -** Manufacturing discrepancies and inventory and delivery trends
- **Finance -** Financial monitoring and revenue forecasting
- **Marketing -** Programs and campaigns across patient and HCP
- **Compliance -** Annual reporting metrics to mitigate compliance risks

What if Pharmaceuticals could easily and automatically:

- Track shifts in drug prescription rates across hospitals, providers, and health groups that impact revenue mix changes
- Identify challenges and opportunities in supply chain distribution to ensure quality assurance
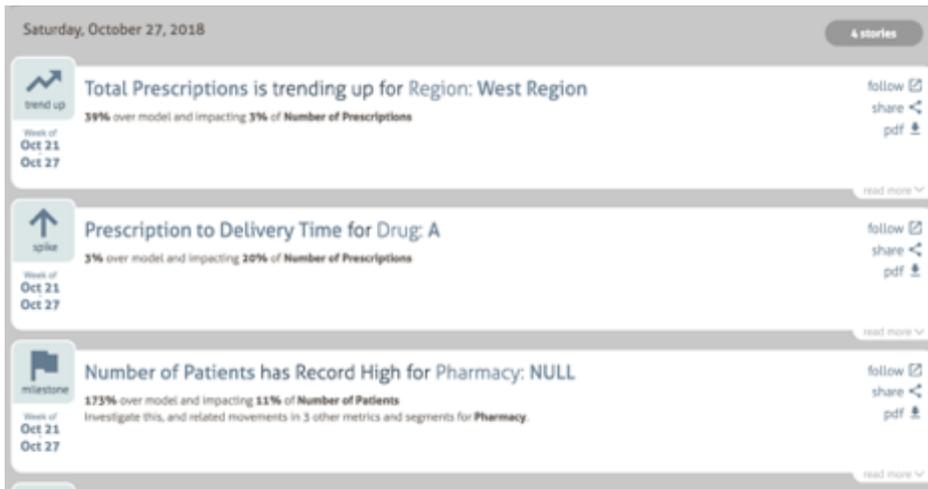- Monitor data that could potentially compromise data analytics and reporting
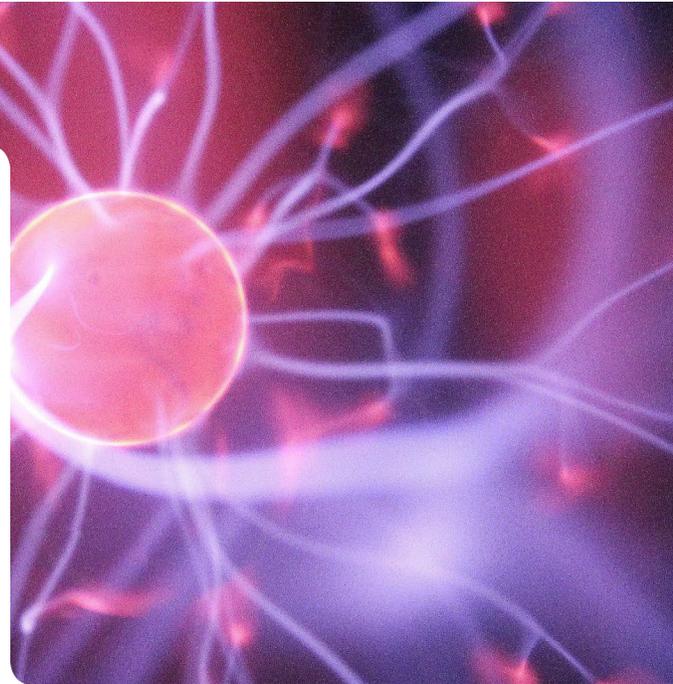
[1] BCG
[2] Planet Drugs Direct
[3] McKinsey
[4] Celforpharma
[5] Citizen.org

This leading pharmaceutical company identifies changes with their prescription drug mix, supply chain changes, and patient indicators.

Outlier helps solve this problem with Automated Business Analysis

Outlier, an Automated Business Analysis platform, analyzes customer and business data overnight so that you know where to focus your energy every day.

1. Outlier delivers immediate insights into your data.

2. Outlier offers insights that can transform your marketing, distribution, and sales strategies that will help with better patient care.

3. Outlier integrates seamlessly across cloud-based systems and SQL data warehouses in a matter of minutes.

Recent Awards Received by Outlier

• Outlier recently took first place honors during the Pharmaceutical R&D Information Systems Management Executives Forum (PRISME Forum)

• Outlier was designated a Gartner 2018 Cool Vendor in Analytics. Gartner's Cool Vendor research is designed "to highlight interesting, new and innovative vendors, products and services."

• Most recently, Outlier was honored as one of CRN's "10 Hottest Data Analytics Startups Of 2018."

"Outlier took 8.6 billion data points and turned it into 5-8 insights a day that drove 2-4% improvements in our business efficiency."

- Head of Strategic Planning and Data Analysis for **A Leading Pharmaceutical**

Outlier named
PRISME Startup Competition Winner Fall 2018
WINNER
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Celgene

About Outlier

Outlier identifies unexpected changes across business data so that marketing, data scientists and analysts can make more informed decisions quickly. As an Automated Business Analysis platform, Outlier discovers hidden patterns and relationships that are impossible to find manually with artificial intelligence and machine learning algorithms. Adding any integration only takes minutes, and each integration helps global organizations learn more about different aspects of their business.

Know the impossible.
outlier.ai