

# Scalable rep tools to accelerate revenue and growth

PharmaForceIQ offers a fast, effective HCP engagement platform to make your field force smarter, better targeted, and more agile than competitors. Our scalable orchestration tools deliver real-time insights that reduce friction and help reps understand HCP journeys and prioritize their time.

## 3x

Average script lift

Powerful predictive insights help reps maximize each day and hit their targets. Surface the most critical info right now within your CRM, with a suggestion, the HCP's holistic journey, and a clear reason to boost adoption. Reps using it at one client saw 14% higher sales within 9 months.

## 19%

Performance boost after competitor launch

This holistic solution unifies brand and field strategy, drives executional alignment, and measures impact fast. Powered by Aktana, it's grounded in real-world insights drawn from 100M+ suggestions made and 5,000+ tactics executed over 12 years of field orchestration.

## 20

Minutes saved per day per rep



I had an NBA alert from an HCP who is 'difficult to see.' Today, I sent him a proactive email [based] on an alert offering patient resources, sample, etc. He responded immediately! This is a big deal for me.

Field sales rep Oncology, Global pharmaceutical company

# Prioritizing user adoption to drive Next-Best-Action success and unlock 14% higher sales

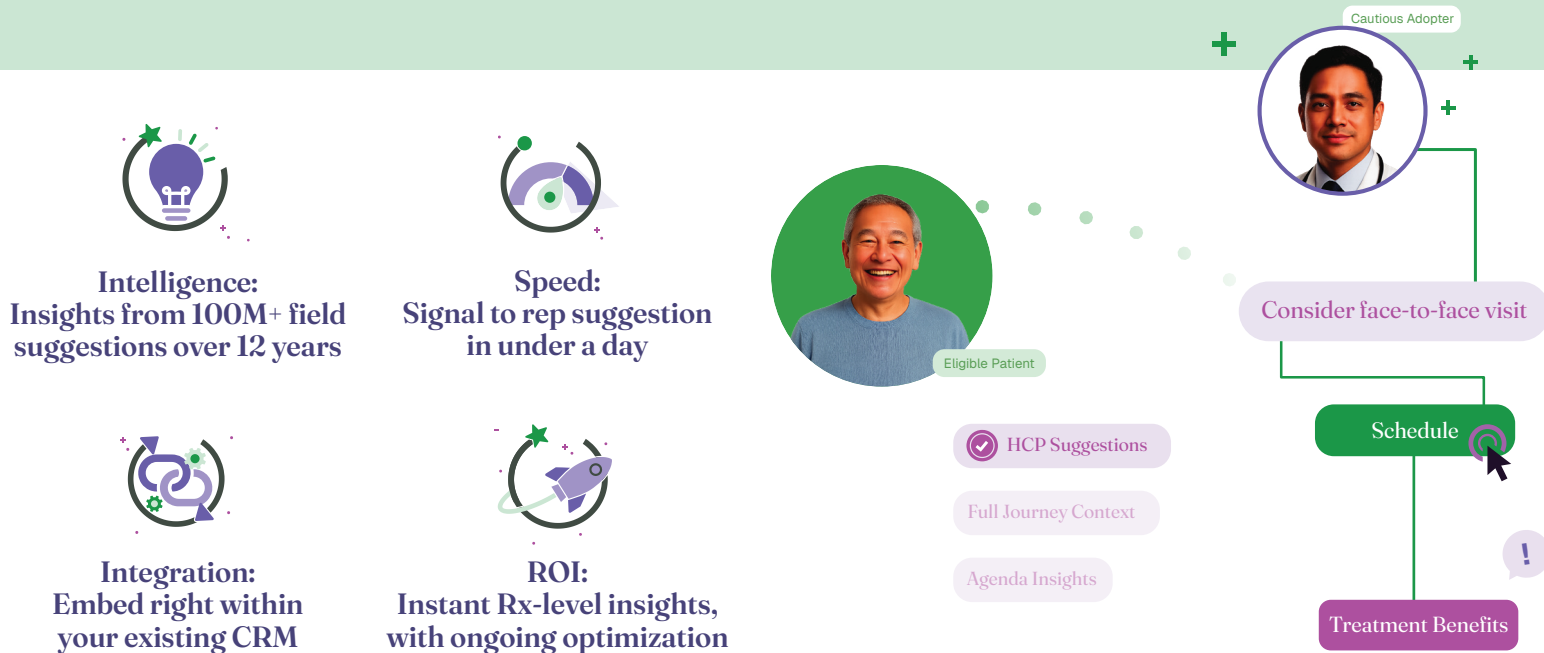
One top-10 biopharma aimed to personalize interactions at scale with a Next Best Action (NBA) program. To bridge strategy and execution, they also aimed to overcome adoption gaps to maximize ROI.

**The objectives were to:**

- Orchestrate coordinated NBA across channels
- Optimize outputs daily for faster insights
- Integrate into existing workflows to maximize adoption

NBA empowered 600+ reps across 20 brands to reach previously unresponsive doctors, find new opportunities, and proactively reach out based on timely patient alerts. For one brand, this led to:

- **14% higher sales within 9 months for reps using NBA**
- **2-6.5% of sales lift directly driven by NBA (up to \$8M in annualized incremental sales)**



## Unlock a truly digital-empowered field force

Discover how our platform empowers reps with deep, real-time insights at all phases of the product lifecycle that improve performance, enhance HCP relationships, and ultimately drive sales lift.

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