



*Resultant*

**Dermira**<sup>o</sup>

## **Dermira Leverages Business Intelligence to Gain Competitive Edge**

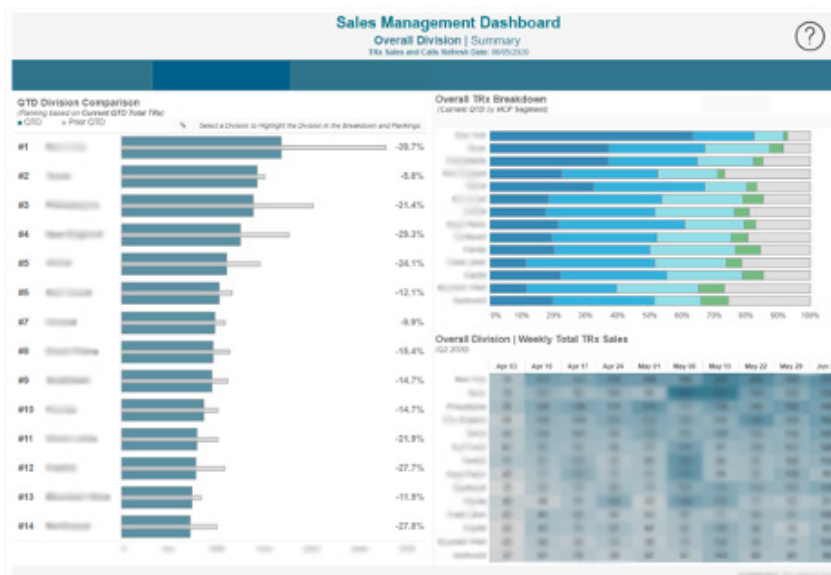
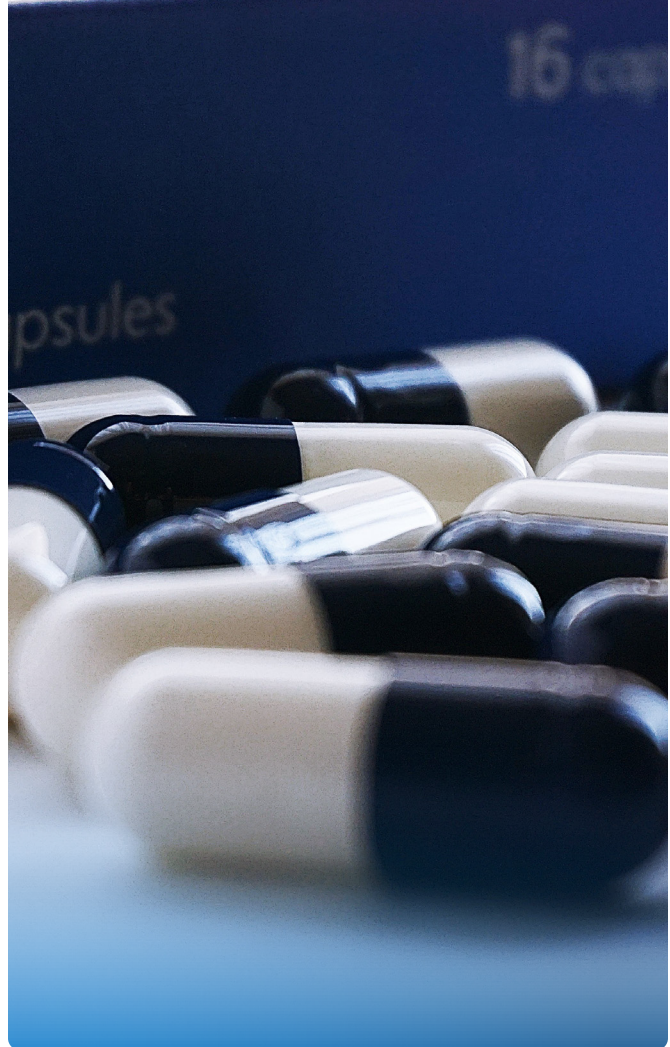
Dermira is a growing biopharmaceutical company based in Menlo Park, California, and focused on bringing medical dermatology to the general public.

Dermira purchased a business intelligence solution as they prepared to launch their first drug, QBREXZA, and engaged with a large pharmaceutical consulting company to create an initial set of reporting dashboards for their sales representatives. The dashboards fell short on speed and quality metrics and as a result had low field engagement. Their support contract lacked flexibility and wasn't the true partnership they needed to improve the organization's data use.

## ENGAGEMENT 1: FIELD MANAGEMENT DASHBOARDS

Having previously worked with Resultant at another pharmaceutical company, Dermira’s senior director of commercial analytics reached out in hopes of speeding up the development cycle for other dashboards. The initial task was to provide insight to their divisional and regional leaders on territory managers’ performance.

Through a highly iterative two-week development cycle, we built a suite of field management dashboards with the previously purchased business intelligence solution, custom designed to elegantly answer Dermira’s business questions. These dashboards are used to help management understand who their top reps are, which territories are growing most rapidly, and what strategies successful reps employ.



## Business Improvement Outcomes

Through monitoring performance across districts and regions, Dermira can understand who their top performers are and which factors drive their success. They then take this knowledge to empower other reps and share best practices across teams.

Dashboards are the property of Dermira, and shown here with approval from Dermira. All underlying data has been obfuscated.



## ENGAGEMENT 2: FIELD SALES DASHBOARDS

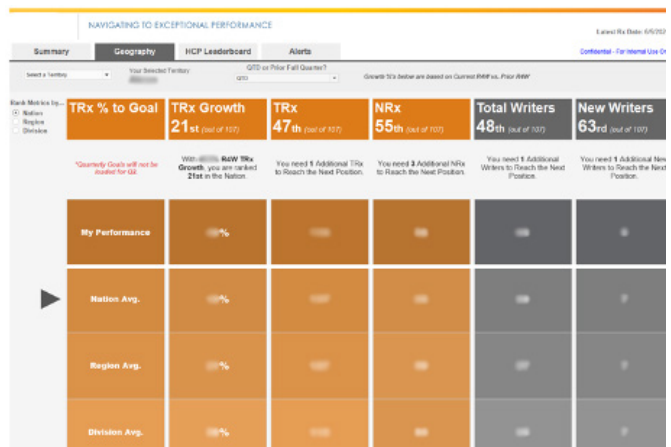
As management used their dashboards more and more, a trend emerged: managers started requesting access for their teams to see and use the field management dashboards in lieu of the field reports created by their first consulting firm. They turned to Resultant to develop field sales dashboards on par with management dashboards.

This suite of field sales dashboards are entirely owned by Dermira and highly customizable. They focus on metrics related to prescriptions (new Rx, total Rx), writers (new writers, total writers), and calls (attainment, reach, frequency).

In the development cycle, we advised Dermira’s data warehouse development team on the datasets and structures required to produce the new suite of dashboards and in a matter of months, the organization made the move. We continue to provide ongoing support, mentorship, and best practices for business intelligence, connected data sources, and the entire data repository.

### Business Improvement Outcomes

Today, Dermira is confident that their field reporting is accurate, performant, and helpful. With field sales dashboards accessible on their tablets and phones, territory managers stay highly informed on their performance and the behavior of their key healthcare providers (HCP). High accessibility to data allows territory managers to have the right conversations with the right HCPs at the right time.



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## ENGAGEMENT 3: COMMERCIAL INSIGHTS AND OPERATIONS

The continued trust and satisfaction with Resultant led to another engagement to create dashboards centered around the performance of key marketing efforts, exploring the impact marketing efforts have on influencing customers' decisions to switch hyperhidrosis products or to increase utilization of copay cards and eVouchers.

### Overall Outcomes

- Elimination of fixed monthly fee, costly retainer, and constant change orders to access dashboards; \$20k-\$40k of monthly savings from prior consulting firm
- Key deliverables:
  - Field management dashboards
  - Field sales dashboards
  - PCP KPI dashboards
  - SwitchAdd analysis
- PBM/MCO ad-hoc dashboards
- Payer claims insights dashboards
- Delivered Tableau training to home office team
- Dashboard engagement: 5,000+ views per month (average 40+ views per user)
- All dashboards, data sources, and documentation created are the intellectual property of Dermira

### Impact

The business intelligence solution Dermira implemented has produced a collection of fully customizable, engaging dashboards that can be easily edited, analyzed, and interpreted. Even the most technologically hesitant territory managers are leveraging the dashboards to understand their performance and explore the behaviors of HCPs. These actionable insights give Dermira the confidence to make important decisions, improve their organization as a whole, increase their footprint in the biotech and dermatology sphere, and make them a more data-driven company.



**“The sales field and leadership were blown away with the visualizations Resultant was able to create, and the dashboards made a big impact on our metrics for tracking sales results for increased insight generation. Due to the great success we had with them, our marketing and market access teams immediately requested Resultant efforts on their end.”**

**MATTHEW PANOS**  
SENIOR MANAGER, SALES ANALYTICS  
DERMIRA, INC.