

Outlier for Life Sciences

Improve patient care, marketing performance, and product delivery with automated data insights

Silos of massive data across life sciences companies can make it almost impossible to get rapid, useful business insights. High R&D costs, competition from generic drugs, supply chain issues, and rising patient expectations make it even more important to understand what's in your data. But you may not be able to make good data-driven strategic decisions because the data is siloed across departments and more of it is being created every day.

To be competitive, you need to optimize your marketing campaigns to drive brand preference without overspending. Arm your sales reps with awareness of prescribing trends so they can have more meaningful conversations with prescribers. Monitoring fill rates and time to dispense can help prevent revenue loss and improve patient care, while providing valuable insight into forecasting. Improved awareness of problems in manufacturing can ensure production stays on track.

The ability to see what's happening throughout your business is right there in all of your data, from sales and marketing data sources like Google Analytics and Salesforce, to specialty pharmaceutical systems, IQVIA, commercial drug data, and operational SQL databases.

One life sciences customer was able to avoid manufacturing downtime due to Outlier's insights, producing an average of **1.46 million** more units annually for an additional profit of **\$5.84 million**.



Outlier helped one pharmaceutical company find and address drops in fill rates. A **5%** drop in a run rate of **10,000** weekly prescriptions translates into **500** units worth of revenue and patient life saving medication.

You need to be able to dive into these disparate data sets to effectively promote your brand, ensure your drugs or products are getting to the patients who need them as quickly as possible, and get immediate insight into your supply chain. Yet less than 40% of all enterprise data is actually [analyzed](#), leaving 60% or more untapped because existing BI tools and data visualization dashboards are too difficult to use and only answer questions the business user told it to ask.

This is where Outlier comes in. Its automated business analysis platform finds the trends and changes in your data you weren't even aware of. It's easy to use, even for non-technical business users.

Where can Outlier help?

Outlier's automated analysis uncovers important insights across your business so you can become proactive rather than reactive. Stay on top of digital marketing campaign performance; track changes and trends in prescription and fill rates across hospitals, providers, and health insurance groups; improve forecasting; and maintain constant awareness of your supply chain. Track field sales representatives' orders and samples to ensure compliance with state and federal laws.

Digital marketing campaign performance

Monitor your entire digital marketing campaign across websites, mobile apps, and social media, including keywords, banner ads, retargeting, and promotions. With Outlier, monitor spikes and drops across programs to see which tactics are increasing brand preference, patient engagement, and sales. Detect product and content interest and take immediate action to engage site visitors.

Forecasting

Analyze vast data repositories to help improve forecasting, make faster, better-informed strategic decisions, and unearth problems that reduce forecast accuracy. Track shifts in drug demand, competitive pricing, and customer preferences to make more accurate forecasts based on what the data shows is actually happening, when it's happening.

Supply chain visibility

Identify challenges and opportunities in supply chain distribution of prescription and over-the-counter medicines and medical devices to ensure quality assurance. Discover opportunities to improve manufacturing efficiency and reduce downtime to avoid revenue loss. Uncover data quality issues that can impact the supply chain.

Fill rate and time to dispense monitoring

Monitor prescription fill rates and the time it takes to dispense them to patients across hospitals, providers, and health insurance groups so you can uncover bottlenecks in the prescription-to-fulfillment processes. Stay on top of trends, patterns, and anomalies to prevent revenue loss, improve patient satisfaction, and educate sales reps. When changes occur, easily dig into the factors causing them.

Outlier at a Glance

1. Finds out what's happening

Outlier continuously scans multiple disparate data sources to identify important changes that you may not know about.

2. Explains why it matters

Outlier contextualizes and presents its findings as stories showing spikes, drops, trends, relationships, and more.

3. Guides you to the cause

Outlier guides you towards the most relevant factors contributing to a change so you can get to the root cause faster.

4. Makes it easy to share

You can easily share stories with stakeholders so they can take immediate action to remedy problems or capitalize on opportunities.

How it works

Outlier uses AI and machine learning to continuously monitor and reveal unexpected changes across all your connected data sources. From spiking bounce rates on a given web page or tracking ad performance to see if CPM is increasing, to drops in a specific medication's fill rates or glitches in the supply chain, Outlier alerts you to these anomalies as they happen.

A large library of pre-built connectors lets you quickly and easily connect a multitude of [structured data sources](#) including marketing automation tools, analytics platforms, specialty pharmaceutical systems, IQVIA, commercial drug data, and SQL databases, so you get immediate value. Your data stays in place, so you don't have to undertake extra data hygiene or compliance efforts.

By considering the context of all your data, Outlier suggests possible causes in easy-to-understand "stories" that tell you what's happening, why it matters, potential causes, and who may be impacted. Each day, Outlier packages up the top 4-5 most insightful stories, curated by users' interests. Armed with this complete picture, you can immediately drill down into what happened and take action.

Why choose Outlier?

Improve the effectiveness of your existing BI tools with automated business analytics to become a truly insights-driven business. Outlier:

- Works out of the box, connects to all your data sources, and sends you the most important business insights every day
- Finds and locates new relationships across thousands of dimensions such as customer behavior, product trends, and supply chain operations to find opportunities and problems
- Grows in value since pricing is based on each data integration rather than headcount

Try it yourself.

[Request a demo today.](#)

About Outlier

Outlier.ai is the leading automated business analysis platform used by global consumer, retail, and financial services brands. Outlier automatically analyzes company data and delivers easy-to-understand but powerful insights into unexpected shifts in data like marketing campaign performance, product sales, and supply chain performance.

Know the impossible.

••outlier