



siteALERT
powered by IntrinsicQ® Analytics



siteALERT leverages actual clinical drug treatments to target and segment physicians and practices in real time. Based on a client's unique/specific business and clinical needs, siteALERTs are customized reports that identify targeted patient treatment decisions at the clinic and individual physician level.

BENEFITS

- Optimizes marketing spend: Delivers right tactics to right physicians at the right time in order to transform behavior while maximizing sales force allocation of time
- Categorizes/identifies physicians based on drug or regimen sequencing
 - Supports customized messaging to physician behavioral categories/actions
 - Targeted sales force to call on specific physicians and deliver specific message
- Monitors competitive product usage
- Understands physician utilization of drugs in order to modify behavior
 - Low number of cycles
 - Underdosing
 - Poor management of toxicities
- Identifies practices and physicians that do and do not treat rare conditions

FEATURES

- Practice- and physician-level drug utilization based on GPO membership
- Access to more than 1,800 physicians utilizing IV and oral medications
- Ability to identify corresponding diagnosis, gender, and age
- Customized business rules to identify "alert"
- Inclusion of client-provided territory mappings for sales force utilization
- Real-time data (weekly, biweekly, or monthly)

UNIQUE ANALYTIC SOLUTIONS

At IntrinsicQ Analytics, we integrate, standardize, and transform raw data into information that can be analyzed, packaged, and customized for deeper business insights and intelligence. Along with our analytic products and services, we are known for superior and knowledgeable customer service. Our team is dedicated to responsiveness, high-quality data analysis, and a commitment to ensuring deliverables are received in a timely and efficient manner.

For more information, contact us via email at analyticalsales@intrinsicq.com

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