



Case Study: Don't Leave Money on the Table



Client

Product Team Lead

Top 20 Life Sciences Company

CHALLENGE:

Sales for a blockbuster product were slightly above expectations and trending positive. However, not all metrics on the dashboard were above expectations. The challenge was to drive additional performance improvement for the product by addressing patient adherence.

ACTION:

CapSys provided the Product Team with "Driving Performance Improvement" Advisory throughout the year. This included a series of meetings with a core group as well as facilitated working sessions with the broader cross-functional team. A CapSys senior leader managed the overall process and was the key client interface throughout.

RESULT:

- Team discovered that nearly 40% of patients were not receiving their follow-up treatment or it was being delayed
- Team developed a detailed action plan to address 3 drivers of on-time, follow-up treatment
- Each 1% increase in patients receiving their next treatment on time would translate into an additional \$20MM sales