



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, the product did have a patient adherence challenge limiting its impact and long-term potential.

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