

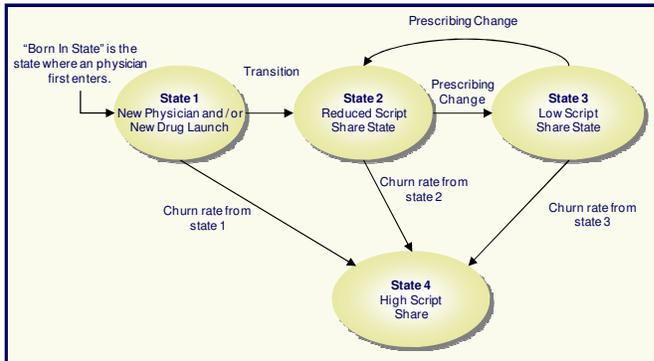
ScriptPredictor™

Introducing ScriptPredictor™, the first true predictive analytics model for the pharmaceutical industry.

In the reams of patient, prescriber, physician, sales and marketing activity, there are "information" nuggets of insights waiting to be extracted.

Unfortunately, those insights often stay there, neither discovered nor acted upon. The bottom line is this can cost your brand dollars, market share, and perhaps less than optimal care for patients.

Script Predictor's unique Bayesian model goes beyond standard regression analysis techniques to find clusters of unique activity.



You can identify clusters of behavior in your customers and physicians that lie in certain "states", or customers mindsets. These are clusters predisposed to taking certain actions, and you can identify them BEFORE they happen, and apply the appropriate sales or marketing tactic to influence the outcome.

This ability is the heart of ScriptPredictor.

Do you spend your time looking at history, at lagging indicators? ... or seeing what is coming?

Do you spend your time asking, why did we lose market share in our key accounts? ...or which of our Top 10 accounts is most at risk and what can be done before we lose market share?

Do you ask, why have you lost so much share in California? ...or, what is changing in the California marketplace, because it looks like a significant share is about to take place?

Do you spend time debating whether its marketing tactics or sales execution that have caused problems in a region ...or identifying significant sales or marketing execution opportunities to outperform now?

If you want to see what is coming, then plug ScriptPredictor™ into your data.

Insight-to-Action™ Framework

Do your unique analytic insights get placed in the hands of all the people who touch your customers every day?

Adjility's unique Insight-to-Action framework ensures that not only do you capture all the unique insights within your data, but that you don't fail to capitalize on them in all your customer touchpoints.

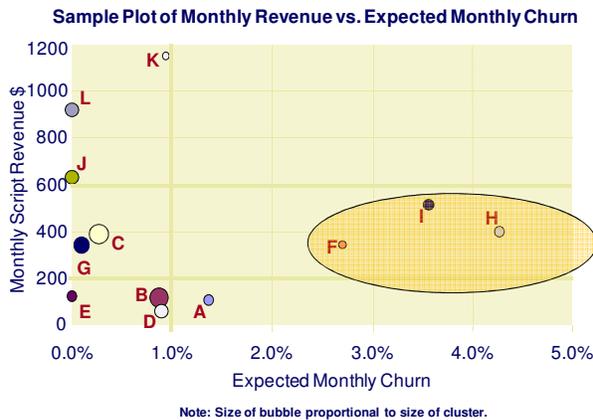
Category	Insight-to-Action Component
Marketing	Launch Analytics Tools
Marketing	Closed Loop Promotion Tools
Marketing – to – Sales	Sales & Marketing Linkage Tools
Sales	Sales Force Effectiveness Portal

We've identified multiple areas where insights are typically captured – and then not capitalized on. And created specific tools, like our unique Sales Force Effectiveness Portal, that ensure that firms do capitalize on analytic insights out in the field where interactions and decisions occur every single day.

If you want to enhance the insights from your front office data, contact Adjility Consulting at wlowry@adjility.com and/or at 562-310-1217.

Sample ScriptPredictor™ Reports

ScriptPredictor™ allows report that let you plot key sub-clusters of concern, like physician prescribing behavioral changes.



In the example above, three sub-clusters of high prescribing physicians were identified that had a 3x to 5x more likely chance to change significantly their behavior in the coming quarter.

The key is that the individual physician clusters were identified, and were done so in advance.

This proactive intelligence allows you to reach key constituents before behaviors change, rather than trying to reactively defend territory after the switch in behavior has already occurred. As a result, your brand team can use this intelligence and apply the appropriate sales and marketing tactic to prevent physician churn.

What makes Adjility a good choice as your analytics partner?

Adjility has a simple philosophy – delivering value. We do this by building our projects on these three tenets:

1. **Leading tools like Script Predictor™** – We are business as well as technology consultants
2. **Insight to Action™ Framework** – As an example, we use consultants who have an average of 10+ years of experience
3. **Full Service Consulting** – We provide full service consulting around your data and analytics, including:
 - 3.1. Data warehouse implementation and extension and data quality cleanup
 - 3.2. Reporting and Sales & Marketing Intelligence Portals
 - 3.3. Custom analytics projects

We ensure a project is designed to capture as much value as practical, and then execute flawlessly so nothing is lost in delivery.

INQUIRE ABOUT ALL OUR DATABASE AND ANALYTIC SKILLS!

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