

## METRICS & ANALYTICS

Beyond the baseline requirements of an HCP Engagements process or solution, which are supportive of the proper engagement and compensation of HCP's in an efficient and compliant manner, is the added benefit of self-awareness. Insight is afforded to the organization which can look inward beyond the machinery of its processes, to the underlying facts that reveal patterns and truths about their business practices' tendencies, efficiencies, pitfalls and weaknesses. An HCP Engagement process is a collection of intersecting tasks, rules, departments and geographies that demand so much attention and effort, that analyzing the underlying facts can be left for a later time that never arrives.

- The first step in ensuring that any HCP Engagement solution will yield insight into one's own operations, is to design the solution from the ground up with analytics and metrics in mind.
- Consider three main aspects of an engagement business process of the Activity, the HCP and time. These are just some of the questions your solution should help you answer:

### ENGAGED HCP




---

How many activities per year?  
 How many times am I used cross-border?  
 Average Hourly Rate (AHR)  
 AHR compared to FMV max for Specialty, Country, Activity Type and Tier  
 AHR compared to peers  
 Current activities  
 Do different Activity Submitters pay me differently?

---

### ACTIVITIES




---

Number of cross border vs. in border  
 Total, Average and Maximum amount per Activity Type  
 Total, Average and Maximum amount per Activity Type per Country  
 Ratio of Amount per Activity under Contract vs. related Spend  
 Most used Tier for KOL's/Overall/per activity/per country  
 Top 15 KOL's by amount/by usage

---

### TIME




---

How long on average does it take to create a new Ad-board? Speaker Program?  
 Does the approval time take materially longer for some countries than others?  
 Which are the least efficient?  
 What part of the Activity process eats up the most days?  
 Where can we find room for improvement?

---

HCP Engagement solutions must consider self-awareness, insight and foresight as foundational elements on equal footing with cross-boarder, compliance, ease of use and transparency.