



## Finding Success in the Numbers

### Using Data and Analytics to Maximize Results in the Healthcare Industry



#### Situation

The healthcare industry is both highly competitive and heavily regulated. Companies operate within heavy constraints when seeking to reward their physician partners. One major pharmaceutical company implemented a program that utilized status rewards and rebates for loyal physicians who sold through to consumers. Due to the regulation of award values, the company needed to be innovative with their program. Maritz Motivation Solutions was the perfect partner to help.

**The Goal** – Increase program effectiveness over historic 3:1 ROI, within government restrictions.

#### Solution

Maritz leveraged the wealth of information about physicians and their product mix of purchases that was being underutilized. Through exhaustive use of the design and analytics services at Maritz Motivation Solutions, including Persuasive Design Labs, major strategies were uncovered that would maximize the company's business results without disengaging participants. They added an elite Top 50 tier and introduced a bonus rebate for physicians with a diversified product portfolio.

#### Designed for Success

The addition of an elite tier brought **Scarcity\*** and a sense of urgency to the program since only a few

participants would qualify for the tier. The program also leveraged the power of **Social Proof\*** by including a leaderboard that showed physicians how close they were to qualifying for the tier, appealing to the physician's competitive nature.

### Results

Introducing the new elements uncovered through extensive analytics resulted in a return on investment of \$5.6:1. Sales growth after the changes were implemented was over 20 percent, with significant incremental sales attributed to the program additions.

### Is This Your Solution?

Rebate programs alleviate the purchase price of costly products, but without meaningful strategy, rebates are just lost profit. A focused strategy optimizes the recipients and values of rebates and includes program components that could change participant behavior. Persuasive Design Labs guide stakeholders to consider what the program could be at its best, while exploratory analytics uncover untapped potential hidden in the data. Leveraging these design tools can take a program from meeting expectations to excelling at driving profitable participant behavior.

\*The design principles highlighted are just some of the behavior-based strategies Maritz has created through the application of decades of academic research to the incentive industry. Maritz takes these strategies and designs more effective programs for your business goals and your program members' wants and needs.