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Tool extracts actionable data from weekly, not monthly, reports

Pharma data analysis and reporting firm Archi-Tech Systems has expanded its services to include weekly data that is easy to use, as opposed to the more traditional monthly processing cycle, the company reports. "Having simple, intuitive access to the data in just two weeks rather than six to eight weeks offers a tremendous strategic advantage for us in terms of being able to measure marketing response, and adjust accordingly," client Gregg Weinstein, director of sales analytics at MedPointe Pharmaceuticals, tells ePharm5. "The ability to look at the effectiveness of a campaign within a short timeframe, particularly when launching a new program or tactic, allows us to adapt our strategy in real-time, and more effectively plan for follow up and next steps." The new Weekly Data Solution Package provides intuitive access to weekly prescriber or managed care data, integrating it seamlessly with custom business rules as well as other data, such as target prescribers, sales force alignments, and sales force automation call data.

http://www.epharm5.com/view_brief.cfm?id=11182