

Accomplishing the principle of Information to Insight

Ideas to help you get there



When we are excelling in the Information to Insight principle what does it look like?

We are continually gathering, filtering and assimilating a wide range of data and account information. The account team understands which potential opportunities will best support the account and the organisation to be successful.



1. Encourage collective curiosity

Drive a collective curiosity in what is really going on in key accounts (and why) by enabling robust (informal and formal) processes which support the free flowing and reliable exchange of valuable local and national information.

How can leaders support this?

How can managers support this?

Provoke curiosity by challenging yourself, teams and the broader organisation to seek and share insights from a range of sources that go below the surface. This enables the identification of what we need to know and understand, what we don't yet know in relation to the patient, and account inefficiencies.



2. Turn curiosity into insight

Help account teams get to the heart of the issues in the most important accounts by creating a systematic process which plots an end-to-end patient pathway to develop both cross functional and cross hierarchy insight into common and specific barriers in Key Accounts.

Conduct a breadth and depth review of the local healthcare environment, and coach each team member on how to filter through information, challenge assumptions and generate meaningful insights that inform valuable opportunities in relation to patient journeys, customer agenda and your proposition.

i TOP TIP

A useful place to start in pinpointing challenges and opportunities in an account is for teams to look at the patient flow (not the treatment pathway) – the stages a patient goes through, starting from when they first notice symptoms, to getting a diagnosis, receiving treatment, and then continuing with maintenance until they are eventually discharged, or treatment concludes.

This is a useful exercise as even if you are optimally placed in formulary, there might be all kinds of barriers or delays that are preventing appropriate patients accessing treatment e.g.

- How many patients are not even receiving a diagnosis early enough or don't know that the symptoms they are experiencing warrant further investigation?
- How long is the wait for clinics?
- Are patients being referred to the correct department?
- Are patients being kept with their general practitioner too long?
- If they are on your product who is maintaining them? Is it difficult for the patient to physically access the treatment etc.

