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Fremont, CA

Sample Case Study : Identifying High Value Customers for a Certain Medical Device Company

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Problem Statement

- One of our clients had a database of medical education events and their impact on the surgeons' revenue generation
- They were aiming to acquire in depth insights on the kind of events that would be suitable for different types of surgeons and the best possible pathways or order of events that a surgeon must undergo to maximize his revenue generation

Orbees Approach

- We developed a hierarchical framework for the multilevel analysis by considering the relevant parameters associated with the events and surgeons.
- We performed a multilevel event-based analysis to identify the trends and impact of various types of events on different types of surgeons
- We performed a surgeon-based longitudinal analysis to identify the trends and impact of various combinations of events on various types of surgeons
- We identified high value customers and the events attended by these high value customers.
- We then performed various statistical analyses such as, predictive analysis and scenario analysis on the outcomes of the multilevel event and surgeon based analysis and came up with optimal no. of events and optimal path of events to be attended by these high value surgeons.

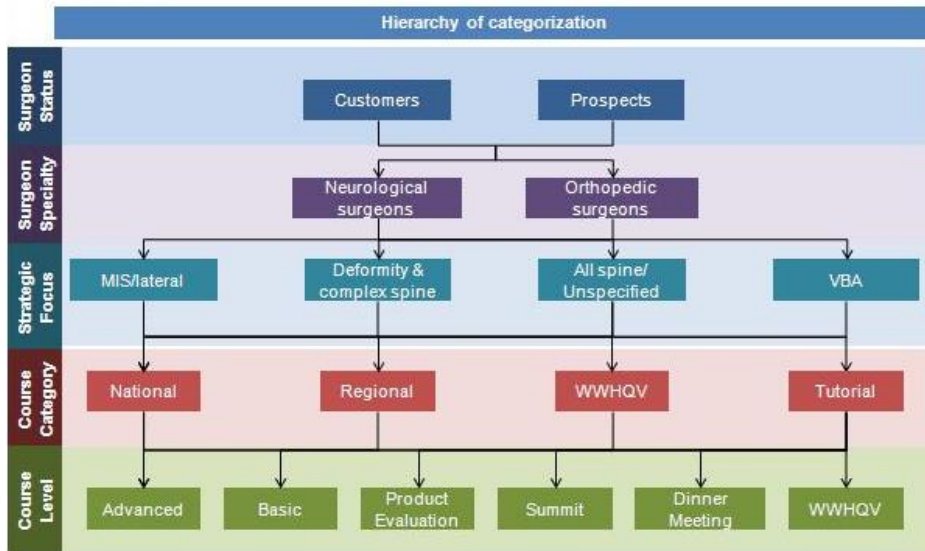
Outcomes

- Orbees identified various high value customers based on their specialty and demographics.
- Orbees came up with recommendations for the medical education events focusing on the high value customers.
- Orbees became an integral part of planning phase of the medical education events for the client.

Orbees Deliverables

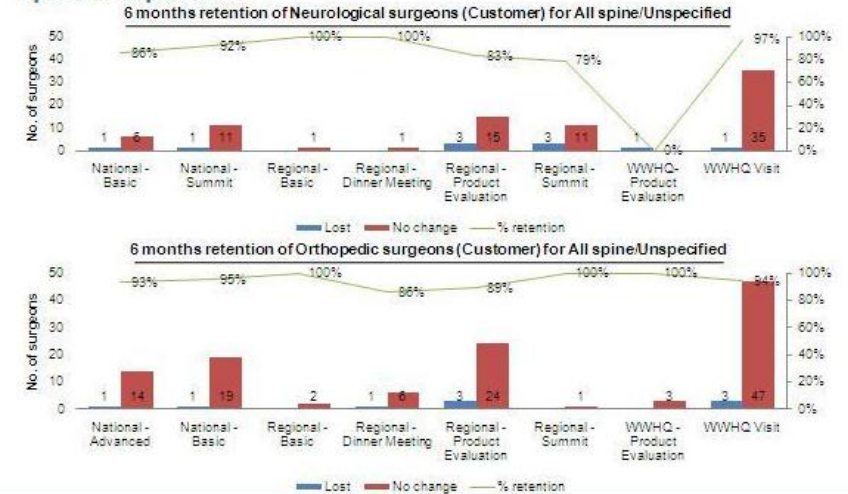
Framework for the analysis

The hierarchical categorization of physicians and various types of events



Event-based analysis – All spine/Unspecified

The retention of customers among Neurological and Orthopedic surgeons is highest for WWHQ Visit events under All spine/Unspecified



Event-based analysis – MIS/Lateral

The 6 months impact for conversion of prospects is highest for National – Basic events among Neurological surgeons and for National – Advanced events among Orthopedic surgeons

Event type	Neurological surgeons				Orthopedic surgeons			
	Conversion	% Conversion	6 months impact among converted surgeons	Rating	Conversion	% Conversion	6 months impact among converted surgeons	Rating
National - Advanced	7	24%	\$ 84,151	👍	13	45%	\$ 72,596	👍
National - Basic	10	26%	\$ 122,523	👍	11	31%	\$ 63,362	👍
National - Dinner Meeting	3	17%	\$ 51,874	👎	0/1	0%	\$ -	👎
Regional - Advanced	1	100%	\$ 31,462	👎				
Regional - Basic	3	100%	\$ 73,536	👎	4	67%	\$ 40,967	👎
Regional - Dinner Meeting	0/1	0%		👎				
Regional - Product Evaluation	6	29%	\$ 87,390	👍	0/7	0%	\$ -	👎

Optimization – path of events

Both Neurological and Orthopedic surgeons should preferably attend an All spine/Unspecified basic event at the beginning of the medical education program

Optimal path of events – Neurological surgeons	1 st event	2 nd event	3 rd event	4 th event	5 th event	6 th event
	Prospect conversion	γAV	γCZ	βAY	αBX	βBU
Customer retention	γAV	γCZ	βAY	αBX	βBU	αAW
	γAV	γCZ	βAY	αBX	βBU	βBU
	γAV	γCZ	βAY	αBX	βBU	αAW
	γAV	βBU	αBX	αBX	βBU	βBU

Optimal path = prospect – customer conversion + customer – customer retention (Assuming a prospect is converted to customer after 2 events)

Optimal path of events – Orthopedic surgeons	1 st event	2 nd event	3 rd event	4 th event	5 th event	6 th event
	Prospect conversion	γBV	γCZ	αBV	αAU	αAU
Customer retention	γBV	αAU	αBV	αAU	βBU	αAU
	γBV	γCZ	αBV	αAU	αAU	αAU
	γBV	αAU	αBV	αAU	βBU	αAU
	γBV	αAV	αBV	αAU	αAU	αAU

*Abbreviations –

Level I: 1) α - MIS/Lateral 2) β - Deformity and Complex Spine 3) γ - All spine/Unspecified 4) δ - VBA

Level II: 1) A – National 2) B – Regional 3) C – WWHQ Visit 4) D – Tutorial

Level III: 1) U – Advanced 2) V – Basic 3) W – Dinner Meeting 4) X – Product evaluation 5) Y – Summit 6) Z – WWHQ Visit