

# Binley's: translating information into business acumen



With its contact information and online reference library, Binley's provides a *Who's Who* of the NHS. But there's more to the company than that, Magda Lowthion, Binley's Pharmaceutical Business Unit Commercial Director, tells *Mark Greener*

Most pharmaceutical companies know Binley's as a leading provider of healthcare contact information. Over recent years, however, Binley's has built on this heritage to develop a wide range of complementary products and services, ranging from database management to market intelligence and analysis. This offers its growing number of pharmaceutical clients the ability to understand a market's finer detail. In turn, pharma companies can target campaigns with unprecedented accuracy. Indeed, Binley's integrated range of services translates information into knowledge and knowledge into the business acumen needed to hone, and maintain, a commercial edge in a difficult, rapidly evolving marketplace.

These new insights – the finer detail – are a result of Binley's UK focus. Several companies provide the information that's the backbone of pharma sales and marketing. However, Binley's claims its UK focus represents an important differentiation from other information providers, who have a European or even global perspective. It's the difference between using a magnifying glass and Binley's microscope.

"We are, and intend to remain, primarily UK focused. After all, the NHS is a UK organisation," says Magda Lowthion, Binley's Pharmaceutical Business Unit Commercial Director.

"The NHS is complex, complicated and changes rapidly. So, understanding the NHS requires in-depth, local knowledge."

Binley's country specific approach helps ensure its databases are accurate and up-to-date, indeed, so much so that Binley's supplies the NHS with contact information. A dedicated team of more than 35 researchers validates every contact several times each year.

"The NHS changes rapidly, which is why we monitor it constantly," says Magda.

"The speed of change ensures the researchers are never short of work."

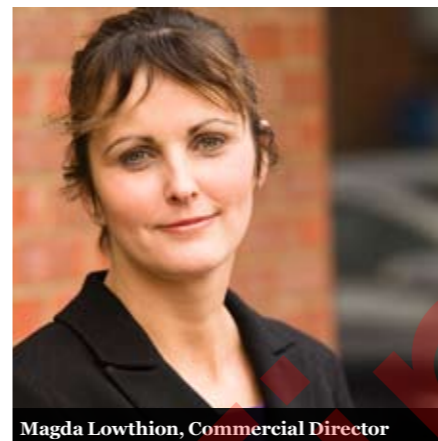
This UK-focus also allows Binley's to be cognizant of, prepare for, and offer accurate insights into the changes that will affect the NHS over the next few years. "It's set to be a challenging few years, with marked alterations in commissioning dynamics, the introduction of polyclinics, GP-led practices and the growing importance of private contractors," Magda remarks. "But appreciating the general policy changes isn't enough. Variations in funding flows arising from local commissioning arrangements can translate into markedly different clinical management between trusts and regions. You need to appreciate who is influential locally and be able to access key documents."

So, how does Binley's translate information into knowledge and knowledge into business acumen? Contact information forms the

foundation of its offering. "Binley's provides a *Who's Who* of the NHS," says Magda. "Job title doesn't always identify the individual's primary role and their other responsibilities. A senior GP partner usually remains in the same practice for many years. However, they may change their portfolio of responsibilities, such as working at a hospital as a clinical assistant, or at the primary care trust as a board member or prescribing lead."

The structure of Binley's databases and mailing lists allows companies to select contact information based on, for instance, organisation, postcode, specialty, grade and patient-list size. Yet even this level of detail may not be enough. "The title 'oncologist' does not accurately identify the malignancies he or she manages," Magda says. "Even stratifying oncologist by the tumour type they manage may still not provide the detail needed to accurately target promotional activity."

Assume, for example, you are promoting a drug for advanced lung cancer or severe asthma. "Some oncologists only manage stage 1 and 2 non-small cell lung cancer, but refer stage 3," Magda points out. "Some respiratory consultants specialise in difficult-to-control asthma. In such cases, the referral process might differ from the client's expectation based on national protocols and job titles. However, even in challenging cases such



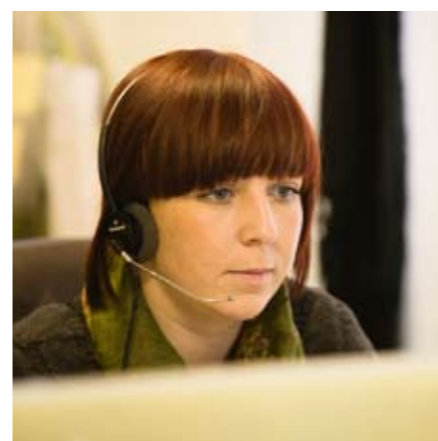
Magda Lowthion, Commercial Director



Steve Bradley, Operations Director



Chris Reynolds, Business Analytics Manager



as this, our database enables precise and highly targeted campaigns that contact the right person in the right organisation accurately and quickly."

Furthermore, it's now a truism that numerous stakeholders influence each scrip including: practice, trust and strategic health authority managers; pharmaceutical advisers; specialist and practice nurses; pharmacists serving on formulary as well as drugs and therapeutics committees; and members of PCT and trust boards. Binley's databases capture these diverse groups, allowing companies to influence the right people in each trust and region. "We even capture data that allows us to provide information on, for example, business development managers," Magda says. "This type of information could prove invaluable as pharmaceutical companies seek new ways to add value to their offerings."

## Analytics capability

Increasingly, Binley's consultancy services help companies translate knowledge and information into market intelligence. A growing number of pharma companies ask for Binley's experience in analysing data and integrating the contact details with other mutually reinforcing data strands. "Our business analytics functions offer a cost-effective solution for companies that want a new perspective on the information," Magda says. "Indeed, several now outsource their analytics to Binley's, which allows the client to reduce or optimise deployment of its head-office headcount."

Obviously, Binley's provides core data, such as patient numbers, practice size and specialty. The company can also integrate standard data with other metrics, such as how many representatives a doctor saw during the preceding year, how often and by therapy area. Such insights help Binley's clients to optimise territories, creating cost-effective salesforces based on real, rather than expected, call frequency, as well as allowing sales specialists to retain bricks in which they have, for example, developed a special relationship with a doctor or another influencer.

"We develop bespoke results that reflect the reality in the market," says

Magda. "There's no point deploying representatives to increase call frequency if the target doctors only see pharmaceutical representatives once a year. We can also ascertain how many patients with a particular diagnosis each hospital manages over a year. The client can then flex its deployment to the trusts and areas with the greatest potential."

Additionally, Binley's offers a subscription-based online reference library (**binleysonline**) that, as well as detailed contact information, also contains NHS formularies, business plans and other key documents. The search function, for example, allows users to scan **binleysonline** for their own, or their competitor's products. "We upload new information weekly, which makes this service the only way to receive up-to-the-minute NHS documents, reports and fully searchable contact directories covering healthcare throughout the UK," Magda says.

"We also provide subscribers with a fully interactive moving UK map that details NHS organisations in each area and searchable contact information for more than 800 healthcare interest groups. The latest release, **binleysonline** v9, will allow users to use the library to identify customers according to therapy area."

Indeed, the integration between the contact lists, **binleysonline** and analytics illustrates how Binley's range of services translates information into knowledge and knowledge into the business acumen needed to create accurately targeted campaigns. "We can bring the data together to provide a highly refined, cost-effective solution for the pharmaceutical industry," Magda concludes. "By listening to our clients' requirements and advising them fully with the benefits of our UK-specific experience and insights, we can develop a bespoke database, mailing list or analytic solution that identifies the client's most valuable prospects, secures new business and in turn, delivers more sales and profit." After all, in the pharmaceutical market, knowledge is power.

For more information contact Magda on 01268 495600 or email [magda.lowthion@binleys.com](mailto:magda.lowthion@binleys.com).