

# ALIGNING ONEKEY TO TRACINGS WITH VALUECENTRIC

*OneKey, integrated with tracings and rebates data uncovers cost savings and new sales opportunities*

## SITUATION

A large medical device manufacturer with a diverse product portfolio went through a series of acquisitions in a short period of time, rapidly expanding its product line and customer base. The acquisitions resulted in merging customer master data, causing a variety of reporting issues including; stale customer information, and a lack of visibility into the overall activity at large accounts such as major health systems. Due to inaccurate and disparate data, the sales team struggled to manage key facilities and suspected that their existing contracts put them at a disadvantage.

## SOLUTION

To move the business forward, the manufacturer leveraged ValueCentric & IQVIA services. Together we created a clean, concise, up to date customer master, with access to OneKey attributes for new customer targeting and segmentation. This included aligning rebates and tracing data to OneKey IDs with visibility to all associated attributes in ValueTrak. ValueTrak allowed for the creation of actionable sales insights through visualizations, including tracings and targeting dashboards and reports. Most importantly, the manufacturer gained visibility into sales penetration at top IDNs, GPOs, health systems, and other facilities. The ValueTrak cloud-based platform allowed the manufacturer to extend visibility, aligning business strategies, and sales operations for near real-time access to actionable intelligence.



Aligning customer master with OneKey attributes

## THE RESULTS

By bringing the rich assets of OneKey and ValueTrak together, the manufacturer was able to better align their strategy, decreasing cost while increasing opportunities. The automation provided in ValueTrak improved customer visibility while saving time and labor costs. The manufacturer was no longer trying to develop accurate reports with limited details from various systems. The availability of OneKey attributes in ValueTrak, allowed sales operations to generate reports that measured sales force effectiveness. This critical intelligence substantiated re-allocation of field resources to focus on growing sales dollars by targeting the right accounts and opportunities. In addition, visibility into GPO contracting at significant healthcare organizations shed light on competitive disadvantages resulting from existing contracting strategies and customer buying behaviors. The combined data provided accurate penetration metrics, along with contract rebating strategies that generated quantifiable measurements, and reliable ROI.



Sales dollar growth by targeting the right opportunities

**OneKey + ValueTrak =  
Decreased Cost, Increased Opportunity**

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