

Bausch Health Builds 90% Rep-Approved CRM Experience

When field reps enter customer interactions with a complete data picture, they can do their part to get treatments for patients in need. So upon receiving feedback from the field sales force that managing multiple data sets was cumbersome, Michelle Perugini's team, in collaboration with the IT team and Sales Operations, agreed it was time for a change.

Today, Bausch has the technology and processes to use one "command center" for analytics, which improves decision-making. In addition, the company's **MyInsights** page gives prominence to five visual data sets reps say they can't live without. Here's how Perugini and her team made the changes and earned a 90% satisfaction rate.



THE CHALLENGE

Hurdles to relationship-building and treatments

The right content, delivered at the right time and in the preferred way, helps build relationships. More than that, it expedites the delivery of potentially crucial information to HCPs and patients. But, reps will have a harder time fulfilling their role in the chain of communication if they're burdened by:

- Manual processes in systems that don't talk to each other
- Long searches for sales and diagnostic data scattered across platforms
- The need to reconcile content downloads — the dreaded version control problem
- An inability to access information while on the road and potentially offline

These problems made it hard for Bausch Health's field reps to create personalized customer journeys, account plans, and similar resources. For example, reps pulled data and analytics from multiple places in **Veeva CRM** and third-party vendors. Call planning, sample capture, and reporting were imprecise because data lived in various resources. Narrowing down information to have an impactful conversation could take a rep 10 to 20 minutes.

Feedback from the field was consistent and a driving force for an enhanced user experience: **'Please put all of our systems in one place.'**

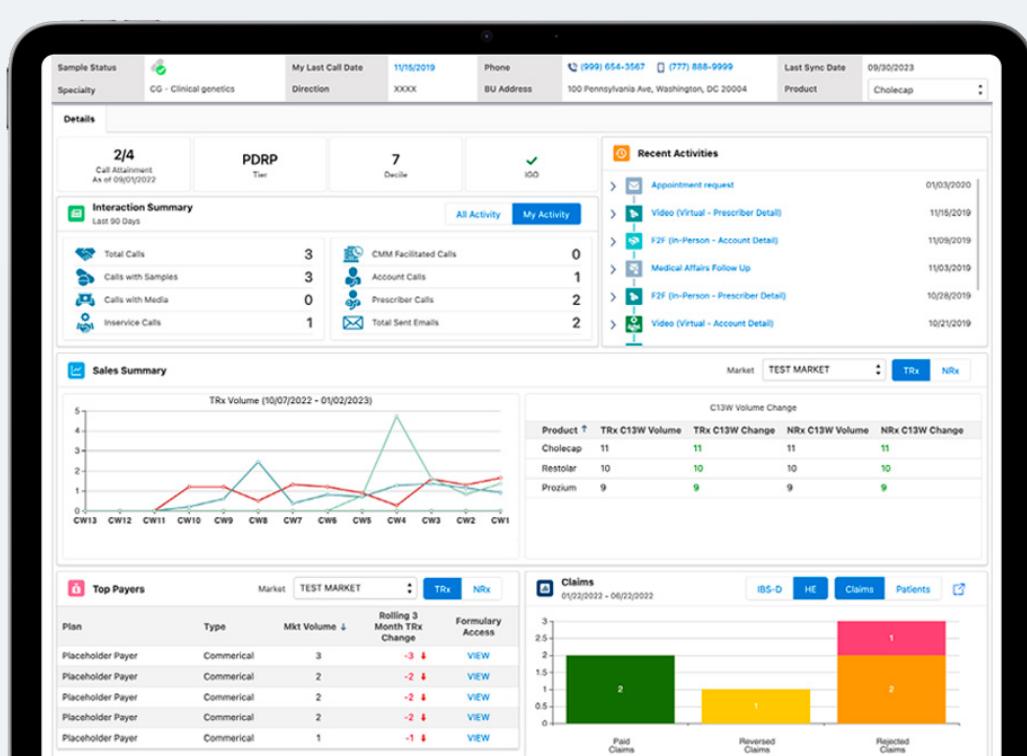
In particular, reps wanted quick and easy access to clean data sets that they viewed as essential before meeting with an HCP. This informative yet simplified pre-call planning experience allows reps to swiftly gain insight into an account without being overwhelmed by extraneous data.



THE SOLUTION

A dashboard with a clear view

"Hearing that feedback, we turned to **Veeva CRM MyInsights**," Perugini says. "It gave us one place to understand and act on insights – without disrupting their workflow." Not only did MyInsights offer a way to create tailored user experiences in Veeva CRM, but it also empowered home office teams to build and maintain the components themselves via MyInsights Studio, a no-code development tool included in the product.



MyInsights supplies Bausch reps with critical data, fueling conversations that give HCPs precise information for patients. Visual data sets on the dashboard improve two overarching workflows: how reps interact with customers and how they use analytics to make better, faster decisions, often in front of a customer.



THE IMPACT

Productive, happy reps better serve HCPs

Post-implementation, Perugini surveyed 230 reps to gauge the impact of MyInsights. "Respondents reported a 90-95% satisfaction rate, noting heightened productivity, faster identification of doctors and their habits, and more confidence in their pre-call plans," she says. They now dedicate more time to high-value tasks, like deciding what resources to share and in what channels. That translates to a better-crafted message that resonates with each HCP.

What advice does Perugini have for others planning similar initiatives? Be inclusive and collaborative when soliciting input — and take field reps' feedback seriously. "We brought together our business sales operations team, commercial operations field enablement team, and the internal IT support team. Even though at Bausch none of these teams rolls up to the same leaders, we were aligned on the business's goals and walked in lockstep to achieve our results."

Ways Bausch plans to build on the success

Bausch Health is working to add three new capabilities in Veeva CRM:



Identifying tailored content for customers' market-access coverage



Expanding MyInsights for use as the primary pre-call interface



Highlighting segmentation for more personalized messaging to HCPs



[Read the Veeva CRM MyInsights Innovation Guide](#)