Mastering Data Farming for Pharma

True Potentials Unlocking

www.medgini.com

JASMEET SINGH
Deputy General Manager At Lupin

ASHISH JAIN
CEO And Founder, Medgini

Mastering Data Farming in Pharma – Harnessing Insights to Drive Actionable Impact and Innovation in Drug Development, Research, and Patient Outcomes.

CONTENTS

What is Data Farming?

Data farming involves collecting, analyzing, and using data to generate actionable insights. Much like nurturing a crop, high-quality data inputs determine the success of your marketing outcomes.

Why It Matters
• Optimizes resources and strategies.
• Enhances compliance with regulations like UCPMP and DPDP.units for low-income families.
• Strengthens relationships with key stakeholders (doctors, chemists, and patients).

GOLDEN INSIGHT:

Without the right soil—accurate, high-quality data—you can't grow a healthy crop or brand.

QUESTION:

Are you investing enough in gathering and analysing high-quality data to guide your marketing strategies?

medgini®

Magnify your business...

CHAPTER 2: SEGMENTATION: LAYING THE FOUNDATION FOR SUCCESS

Key Insights from Jasmeet Singh

Segmentation is about identifying target markets based on shared needs. Jasmeet outlined a **5-Step**

Framework:

Conduct SWOT Analysis: Identify opportunities and challenges.

Pilot Testing: Test assumptions on a smaller scale before scaling up.

Assess Attractiveness: Evaluate profitability and organizational fit.

Define Cohorts: Group customers based on geography, behavior, or persona.

Scale Successful Strategies: Expand validated strategies across broader markets.

GOLDEN INSIGHT:

Segmenting customers by similar needs ensures marketing efforts yield maximum impact.

QUESTION:

Have you defined clear cohorts based on behavior and needs, and tested your assumptions with small-scale pilots?

Key Insights

Targeting goes beyond segmentation by narrowing focus on high-potential customers. Tools like Excel, Tableau, and Power BI help analyze quantitative data, while sentiment analysis adds a qualitative dimension.

Actionable Strategies:

• Use data tools to cluster and prioritize customers.

• Adopt a personalized approach like Netflix's tailored recommendations.

• Conduct qualitative research via social media reviews and patient feedback.

GOLDEN INSIGHT:

Spray and pray doesn't work. Today's marketing needs precision, customization, and personalization.

QUESTION:

Are your targeting strategies data-driven and personalized for individual customers?

Key Insights

Positioning ensures consistent messaging across channels, creating trust and loyalty. Jasmeet highlighted how CRM tools can align communication, maintain compliance, and foster deeper engagement.

Example:

During the pandemic, Jasmeet's team launched India's first reward-based loyalty program, fostering patient retention through personalized benefits.

Actionable Tips:

• Stay compliant with UCPMP guidelines.
• Use CRM tools to synchronize messages across platforms.
• Focus on long-term loyalty through value-based programs.

GOLDEN INSIGHT:

Spray and pray doesn't work. Today's marketing needs precision, customization, and personalization.

QUESTION:

Are your targeting strategies data-driven and personalized for individual customers?

CHAPTER 5: ESSENTIAL TOOLS AND SKILLS FOR DATA FARMING

Recommended Tools

- **Quantitative:** Excel, Tableau, Power BI.
- **Qualitative:** Sentiment analysis tools, public reviews, and market research platforms.

Key Skills for Pharma Marketers:

- Data mining and pattern recognition.
- Strategic thinking, including SWOT analysis.
- Proficiency in statistical and numerical analysis.
- Expertise in tools like Microsoft CoPilot and generative AI.

GOLDEN INSIGHT:

AI supports strategy, but human intelligence is what drives it.

QUESTION:

Do you have the right tools and skills to analyze data and generate actionable insights?

Common Challenges

• Poor data quality leading to flawed insights.
• Lack of pilot testing resulting in resource wastage.
• Viewing data in isolation without historical context.

Jasmeet's Solution:
• Focus on trends over a decade rather than yearly data.
• Conduct root cause analysis to uncover hidden patterns.
• Develop pilot-testing frameworks to validate assumptions before scaling strategies.

GOLDEN INSIGHT:

Understand the story behind the data. Only then can you unlock actionable insights.

QUESTION:

What challenges are you facing in data farming, and how are you addressing them?

Conclusion

Data Farming in Action

By leveraging segmentation, targeting, and positioning, pharma marketers can transform raw data into powerful insights. Data farming enables smarter decisions, stronger engagement, and sustainable growth.

Call to Action

Master data farming with Medgini's resources. Visit www.medgini.com to explore strategies that elevate your pharma marketing.

Question:
What immediate steps will you take to implement data farming in your marketing strategy?