

# THINKSIGHTS #23

---

Wishing a great 2025 to all our subscribers and well wishers.

New year, old tricks!

Welcome to the 23rd edition of ThinkSights, the first of 2025. We've been a little erratic with this, but new year means new beginnings, and we intend to turn this into a weekly newsletter. We may miss a couple here and there, but hopefully, that's because there is nothing new to say, and not that there is nothing to say!

Quick reminder for the new readers: This newsletter publishes some of our point of views, discussion hot-topics, emerging trends, and is aimed as a food for thought for our audiences. We cover the industries we serve, and the Advanced Analytics & AI arrowheads that shape our day to day lives. Think(360)+Insights = **ThinkSights**.

## Pharma

### Is the ROI of KAMs Measurable?



We love our Key Account Managers (KAMs). They hold some of the largest relationships together. But is one KAM as effective as another? It's a question that has stayed relevant for the last many years.

Most analytical studies establishing the ROI of KAMs are focused on pre vs post analysis. They operate while focusing on measurable "outcomes". However, many naysayers are quick to point out the uncontrollable nature of the very outcomes that we are trying to measure. How do we isolate the effect and impact of the KAM on the outcomes?

This should lead us to explore the benchmarks. Benchmarks are difficult and segment specific. And pharma KAMs are not as retail as we would like them to be. Across therapeutic areas, territories, physicians, influencers, and reps, it is difficult to set an ideal benchmark formula.

Can we look at the benchmarking of inputs? Did they make the call? Did the call lead to a meeting or a dinner? Did the drive or the dinner get filed as a reimbursement expense? Are there conversational notes captured in CRM system? Do successful KAMs organize their notes? Or do they prefer a short-hand? Is there enough detailing? What is the mean time between calls? Is there a behavioral RFM cube that you can plot for KAMs?

This rabbit hole tends to take analysts to an uncomfortable place, where unidimensional hypotheses are not very insightful. And single source data\* is limiting.

Is this a problem that's on your mind as well? Pick our brains so we can pick yours!

---

“ *Measuring the ROI of a KAM program is an exercise in detail, and not just charts. A single insight is worth millions of dollars.* ”

# THINKSIGHTS #23



## \*Why is multi-source data so difficult?

You know that we, at Think360.ai, have been bringing the various pharma data assets together for years now. And the jury is out on the science vs. art of it. We have built many crosswalks, mapping logics, interpretation and abstraction layers, tested out most of the data ops solutions to automatically build key feature relationships, computational logics and so on. And yet, it seems to be one of the more difficult problems to solve in a truly automated fashion.

All data harmonization and aggregation problems are tough. They are built on the foundational layer of software application design, followed by the complexities of evolving business design. One precedes the other, but over a longer evolution of the business, application and data are always playing catch up. They are all encumbered by the most basic of problems – inadequate documentation and insufficient parametrization.

In ThinkSights#24, we will come back to our favorite topic – **Data Harmonization in Pharma and Life Sciences**.

---

## GenAI



### Gen AI For Content Moderation

Recently, we built a tool for a regulator to monitor advertisements (digital, print), social media, conference notes, etc., and assess whether some content could be detrimental to consumer interest. GenAI technologies were exceptionally useful in organizing and classifying content for possible violations. The real value of the tool was for companies to review their own content before it hit public spaces, and to avoid any legal/ reputational fallouts.

**IN THE MEANTIME, couple of our recent pharma case studies may be interesting reads.**



[Transforming Pharmaceutical Engagement with Think360.Rx.](#)



[Identifying Hospital Segments with Demand for the Client's Specialty Product.](#)