

# NORTH HIGHLAND

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**DIGITAL FLUENCY & DATA-DRIVEN  
DECISION MAKING**

Making Data Work

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**NORTH** HIGHLAND



## A DATA-DRIVEN CALL TO ACTION



1.2

By 2025, the global pharma industry is expected to generate **1.2** trillion gigabytes of data annually.\*

\*Source: "Big Data in the Pharmaceuticals Market - Thematic Research" by GlobalData, 2021



23

Data-driven companies are **23** times more likely to acquire customers, **6** times as likely to retain customers, and **19** times as likely to be profitable.\*

\*Source: "How Companies Are Using Big Data and Analytics" by McKinsey & Company, 2016



26.5

Only **26.5%** of organizations report having achieved a data-driven culture.\*

\*Source: "Big Data and AI Executive Survey" by NewVantage Partners, 2021

## MOVING FROM DATA LITERACY TO DIGITAL FLUENCY

data literacy

[*dey-tuh, dat-uh lit-er-uh-see*]

noun

Data literacy is the **basic awareness** of the importance of data – with the ability to read, work with, analyze and communicate with data.

digital fluency

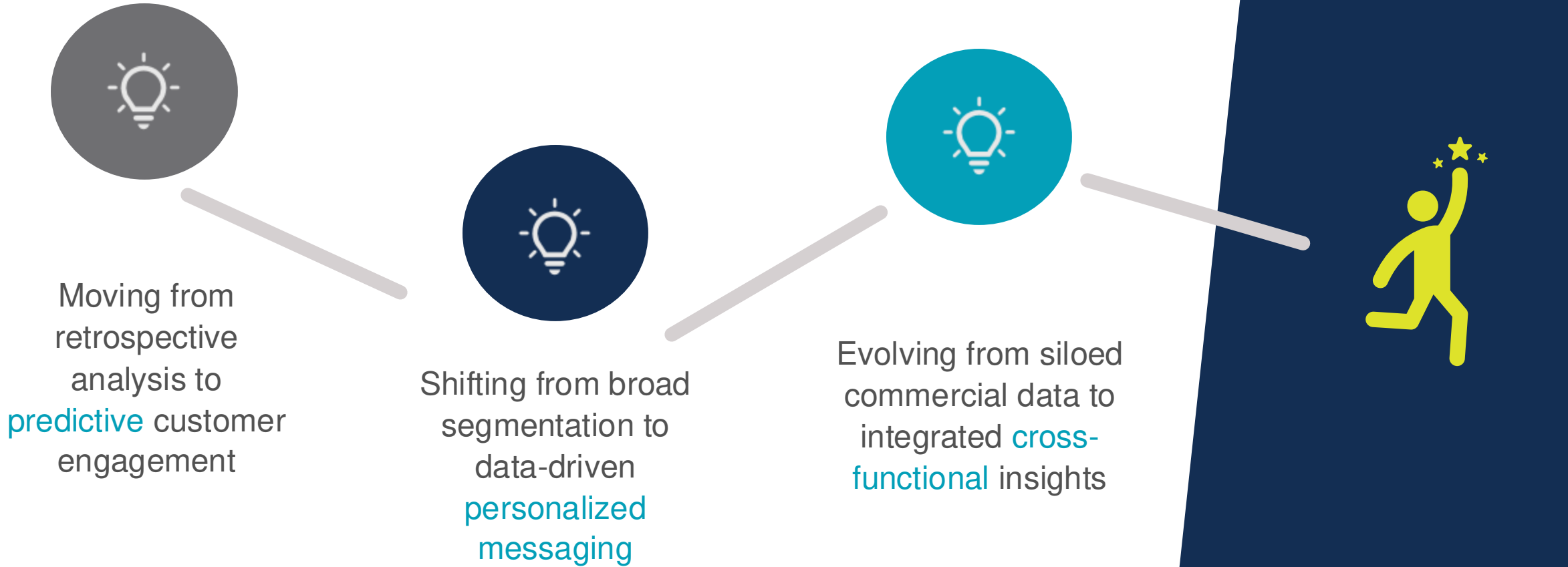
[*dij-i-tl 'flu:ənsɪ*]

noun

Digital fluency is about understanding **how** to use digital technologies, deciding **when** to use specific digital technologies and data applications to achieve a desired outcome, and being able to explain **why** the data + tool selected will provide their desired outcome.

# THE JOURNEY TO FLUENCY

Enhancing decision-making capabilities with data-driven insights



# DIGITALLY FLUENT MINDSETS

Skills alone aren't enough – we need new *mindsets* that drive new *behaviors*



**CURIOSITY &  
CONTINUOUS  
LEARNING**



**COMFORT WITH  
AMBIGUITY**



**ETHICAL  
CONSIDERATION**

# PUTTING IT INTO ACTION

Mindsets need to translate into behaviors. A few suggestions for putting mindset into action.

## REGULAR DATA REVIEW

- Start brand team meetings with key performance metrics
- Set up real-time dashboards for launch tracking
- Encourage weekly data-driven field force coaching sessions

## COLLECTIVE DATA INTERPRETATION

- Create cross-functional teams for launch readiness data analysis
- Establish data sharing protocols between commercial groups
- Host "data hackathons" to solve market access challenges

## DATA-BACKED DECISION MAKING

- Require data support for go / no-go decisions
- Require test and learn processes for marketing messages and channels
- Conduct data-driven post-launch reviews to optimize commercial strategies

PERSONALIZED LEARNING PATHS | HANDS-ON LEARNING | MENTORSHIP & KNOWLEDGE SHARING

# MEASURING YOUR IMPACT

Your ultimate goal is improved business performance through better, faster, data-driven decisions.



## DIGITAL FLUENCY KPIS

- Percentage of commercial decisions supported by advanced analytics
- Adoption rates of data visualization tools among field teams
- Frequency of data-driven insights shared between commercial and R&D



## BUSINESS IMPACT METRICS

- Increase in market share attributable to data-driven strategies
- Improvement in sales force effectiveness (e.g., optimal customer targeting)
- Enhanced accuracy of forecasts and demand planning



## EMPLOYEE ENGAGEMENT & SATISFACTION

- Increased confidence in using data among commercial teams
- Improved cross-functional collaboration scores
- Retention rates of digitally fluent commercial talent



## NEXT STEPS

What to do now, soon & later

- 1 Assess your organization's current data fluency level
- 2 Identify key areas for improvement in your commercial operations
- 3 Develop a roadmap for building data capabilities across your teams
- 4 Start small – choose one brand or market to pilot your initiatives
- 5 Measure, learn, and adjust as you go

**THANK YOU!**