

Case Study: Enhancing Scilex Holding Company's Commercial Operations with Veeva Nitro & MyInsights

Executive Summary

Scilex Holding Company, an innovative biopharmaceutical company focused on non-opioid pain management solutions, partnered with IntuitionLabs.ai to revolutionize their field sales analytics and performance tracking. This case study explores how custom dashboards were implemented using Veeva Nitro and MyInsights to integrate disparate data sources, providing real-time actionable insights for their two key products: ZTlido® (lidocaine topical system) and ELYXYB® (celecoxib oral solution). The solution dramatically improved sales force effectiveness, data-driven decision making.

Client Overview

Scilex Holding Company (Nasdaq: SCLX) is a revenue-generating biopharmaceutical company dedicated to acquiring, developing, and commercializing non-opioid pain therapies. Their mission centers on revolutionizing pain management through innovative delivery systems, maintaining a diverse pipeline, and upholding strong ethical principles.

Key products include:

- **ZTlido®** - FDA-approved for post-herpetic neuralgia (PHN) pain relief
- **ELYXYB®** - FDA-approved oral solution for acute migraine treatment

Challenge

Prior to implementing the custom Veeva MyInsights dashboards powered by Veeva Nitro, Scilex faced several critical challenges:

1. **Fragmented Data Ecosystem:** Sales representatives had to navigate multiple systems to access prescription data, claims information, and CRM metrics.
2. **Delayed Performance Insights:** Data updates were often weekly or monthly, preventing timely intervention for underperforming territories or accounts.
3. **Limited Prescriber Intelligence:** Sales representatives lacked a unified view of critical healthcare provider (HCP) information. By consolidation prescription data, competitive insights, payer mix analysis, and interaction history into a single comprehensive

dashboard, representatives could now quickly prepare for visits and maintain relationship continuity.

4. **Inefficient Pre-call Planning:** Preparing for HCP visits required manual compilation of data from disparate sources, reducing time spent on high-value selling activities.
5. **Suboptimal Resource Allocation:** Without real-time insights, sample distribution and lunch & learn events weren't optimally targeted to high-potential accounts.

Solution: Veeva Nitro & MyInsights Integration

IntuitionLabs.ai developed a comprehensive analytics solution leveraging both Veeva Nitro's robust data warehouse capabilities and MyInsights' visualization tools:

Veeva Nitro Implementation

The foundation of the solution was built on Veeva Nitro, which provided:

- **Unified Commercial Data Warehouse:** Centralized repository bringing together prescription data, claims processing information, CRM activities, and more
- **Pre-built Data Model:** Life sciences-specific data architecture optimized for pharmaceutical commercial operations
- **Automated Data Pipelines:** Regular ingestion and processing of data from multiple sources with minimal IT overhead
- **Amazon Redshift Backend:** Scalable cloud infrastructure enabling fast processing of large datasets
- **Real-time Data Processing:** Daily automated updates ensuring timely availability of critical insights

Custom MyInsights Dashboards

Leveraging Nitro's data foundation, two primary interactive dashboards were created using Veeva MyInsights:

1. Territory Insights Dashboard

This comprehensive performance tracking tool provides sales representatives with territory-level analytics including:

- **Weekly TRx Trend Analysis:** Visual tracking of prescription volume trends with breakdowns by payment channel (Commercial + Medicare/Medicaid vs. Non-Commercial)
- **Goal Attainment Metrics:** Real-time progress tracking against quarterly goals with cumulative performance visualization

- **Prescriber Intelligence:** Identification of top prescribers and concerning decliners with competitive product comparison
- **Call Activity Analysis:** Detailed call attainment metrics and effectiveness funnel tracking
- **Resource Utilization:** Sample distribution and event attendance metrics

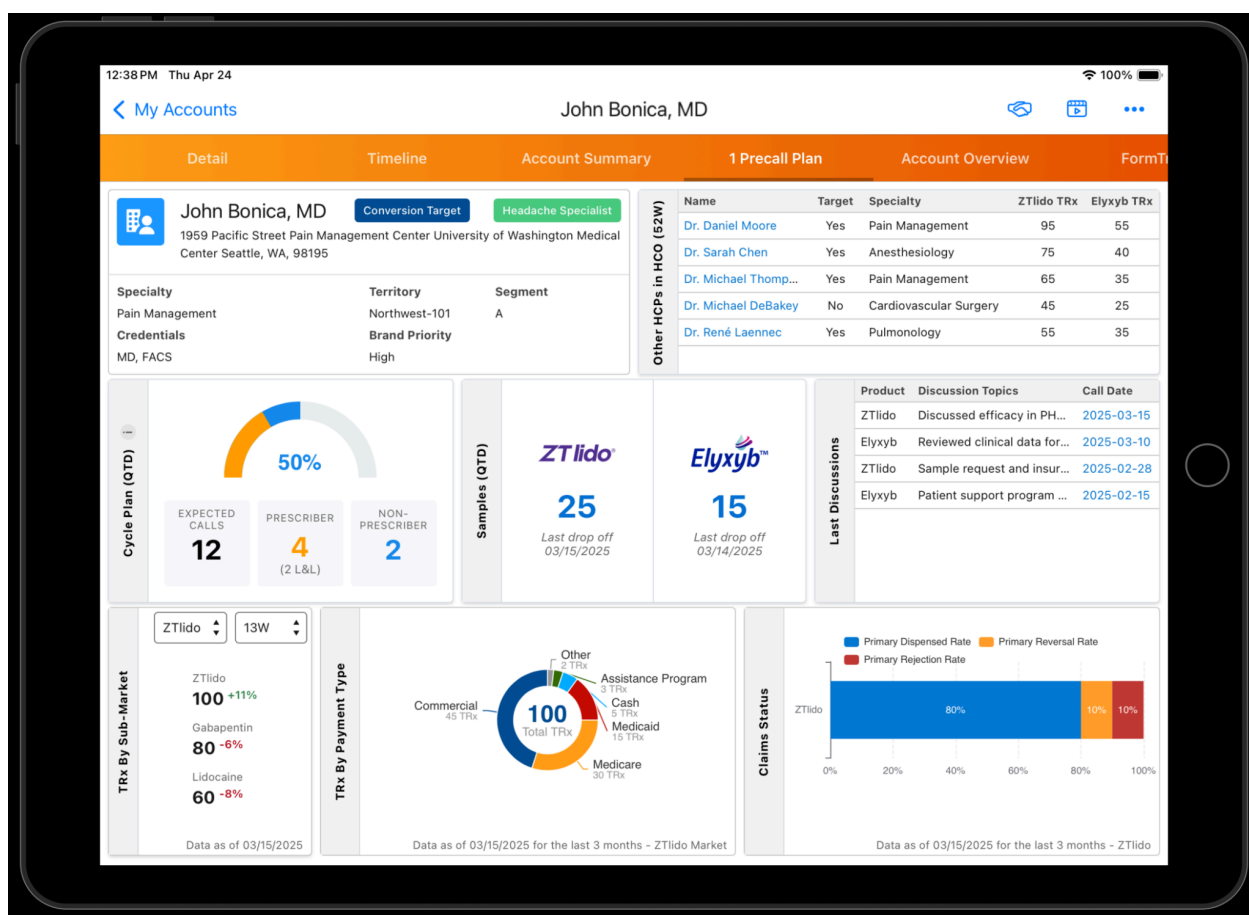


2. Account-Level Pre-Call Planning Dashboard

This tactical tool enables representatives to prepare effectively for individual HCP interactions:

- **Comprehensive Account Profiles:** Detailed provider information including specialties, credentials, and brand priority
- **Associated HCP Network:** Visibility into other prescribers within the same healthcare organization
- **Prescription Performance:** Historical prescribing patterns for ZTlido and ELYXYB
- **Sample History:** Tracking of previous sample distributions

- **Previous Discussion Topics:** Record of prior call content to ensure conversation continuity
- **Claims Analysis:** Detailed breakdown of prescription outcomes by payment type
- **Market Comparison:** Competitive positioning within relevant sub-markets



Technical Innovation

1. Seamless Integration Architecture

The solution's architecture leverages the complementary strengths of both Veeva platforms:

- **Veeva Nitro** serves as the core data warehouse, centralizing and harmonizing:
 - Prescription (TRx) data from industry sources
 - Claims processing information from payers
 - CRM activity data from field representatives
 - Performance goals and targets

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- Market share and competitive intelligence
 - **Veeva MyInsights** provides the visualization and interaction layer:
 - Custom HTML5 (with Vue.js) and JavaScript dashboards embedded directly in Veeva CRM
 - Real-time querying against both CRM and Nitro data
 - Interactive filters and drill-downs for deeper analysis
 - Mobile-optimized design for field access
 - Inline data entry capabilities to update CRM during customer interactions

2. Industry-First Data Integration

The most groundbreaking aspect of the solution is its ability to aggregate previously siloed pharmaceutical data sources in a single interface:

- **Daily Automated Updates:** Unlike industry standard weekly or monthly refreshes, the Nitro-powered solution processes data nightly
- **Unified Cross-Source Analytics:** Correlations between prescription behavior, claims status, and sales activities all visible in one place
- **Context-Aware Insights:** Dashboards intelligently display the most relevant metrics based on account type and user role

Benefits to Scilex

1. Enhanced Sales Force Efficiency

Sales representatives reported significant time savings and increased productivity:

- **Reduction in pre-call planning time** through instant access to comprehensive account information
- **Increase in daily call capacity** by eliminating manual data compilation
- **Improvement in call quality** through better-informed, data-driven conversations

2. Improved Territory Management

The dashboards facilitated more strategic territory management:

- **Rapid identification of prescribing trend shifts**, enabling proactive intervention for declining accounts
- **Optimization of sales call allocation** based on real-time performance data
- **Enhanced competitive intelligence** allowing for targeted messaging against competing products

3. Data-Driven Resource Allocation

Sample distribution and educational events became more strategic:

- **Reduction in sample waste** through precise targeting based on prescription patterns
- **Increase in ROI for lunch & learn events** by focusing on high-potential accounts and networks
- **More effective allocation of marketing resources** to receptive healthcare organizations

4. Improved Compliance and Targeting

The integrated dashboards enhanced regulatory compliance while optimizing targeting:

- **Automatic tracking of sample distributions** ensuring adherence to compliance requirements
- **Precise segmentation of accounts** based on specialty, prescription volume, and growth potential
- **Documentation of discussion topics** creating an auditable record of all HCP interactions

Client Testimonial

"MyInsights represent a true breakthrough for our commercial operations. For the first time in our company history, we have a solution that aggregates claims data, prescription information, goal tracking, and CRM activities in one place with daily automated updates. This has transformed how our representatives prepare for and conduct customer interactions, giving them a significant competitive advantage in the field." — **Preetaman Wadhwa - Senior Director of Commercial Operations, Scilex Holding Company**