



Signal-IQ

Unique Real-Time NPI-Level Insights on Competitive Sales Teams Interactions with your HCP Targets

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Brian is a Principal in the Decision Sciences Practice, where he leads analytic-driven consulting engagements for Life Sciences clients across targeting, segmentation, marketing mix optimization, and the deployment of AI and adaptive machine learning to solve complex commercial challenges.

He previously served as Managing Director at ClearView, Principal at Axtria, Principal in the Management Consulting Practice at PricewaterhouseCoopers, Vice President and Director of Advanced Analytics at GfK V2, and Associate Partner at Rosetta Marketing. Across these roles, he has built and scaled advanced analytics capabilities supporting brand strategy, forecasting, commercial optimization, and omnichannel execution.

A frequent presenter at leading pharmaceutical industry conferences including PMSA and PMRG, Brian brings a strong academic foundation with seven years of applied social science research and teaching at the University of Michigan and Princeton University. He holds a B.A. in Math/French from Rutgers College (New Brunswick), a D.E.A. in Political Economy from Institut d'Études Politiques (Paris), and both an M.S. and Ph.D. in International Political Economy from the University of Michigan (Ann Arbor).

200+

Inline brands supported
over past 20 years

50+

Launch brands supported
over past 20 years

Lack of Visibility and Consequences

For sales and marketing teams, having a deep understanding of competitors' level of interactions with HCPs across channels of influence gives a huge competitive advantage. But there is not a timely source of information.¹

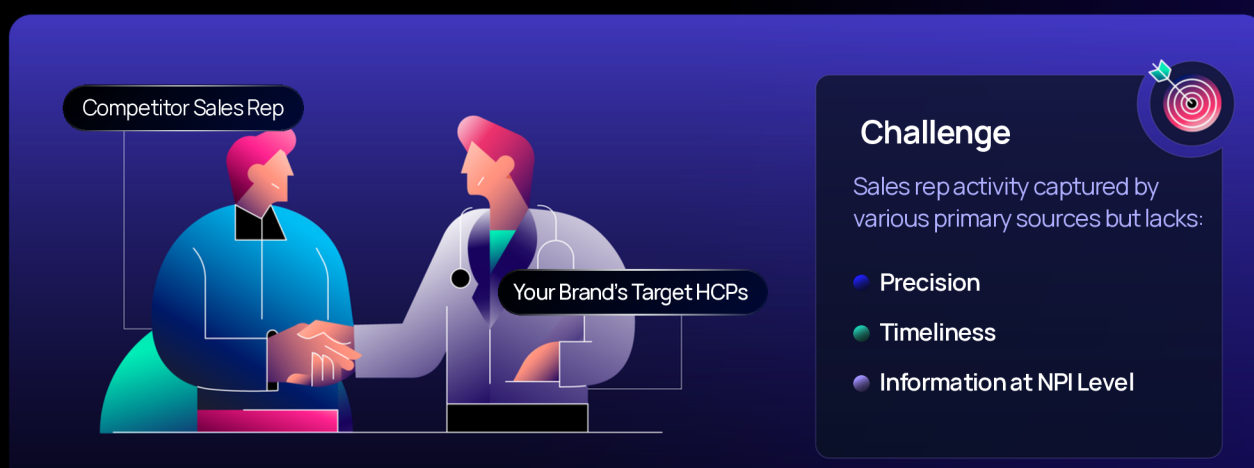
¹ Bayer, Sr Director 2017 published in PMSA Journal

Nearly 10 years later, sales and marketing teams are still struggling with the same challenge the Bayer team pointed out in 2017. Mobility data has the potential to significantly transform important Commercial strategic and tactical planning decisions in Life Sciences, and particularly this one.

Critical Commercial decisions — targeting, reach, messaging, even territory design — have the potential to become materially more precise if your team has visibility into how **competitor sales teams are interacting** with your HCP targets. However, there is no timely, precise solution for understanding competitor sales force interactions with your targets. CMS Open Payments data can be a relevant source to infer your HCP interactions with competitors, but this data is outdated and imprecise. The most recent CMS data available as of today is nearly 18 months old.

This blind spot into timely and precise information on competitor sales teams' interactions with your HCP targets leads to missed opportunities for timely counter-details, suboptimal targeting, inefficient reach strategies and a host of others. Mobility data can reveal the breadth, depth, and frequency of competitor sales force interactions at the NPI-level in near-real-time.

There is No Timely, Precise Solution for Understanding
Competitor Sales Force Interactions with Your Targets.



ZoomRx Signal-IQ Insights for Your Teams

Cell-phone mobility data is rich but inherently noisy and unwieldy. ZoomRx has developed a proprietary framework that transforms raw mobility signals into actionable Commercial intelligence. Our approach combines machine learning, geolocation algorithms and dynamically updated information culled from public client location and event sources, and tailored business rules to provide the following core insights:

Retrospective Historical Insights

- Which of your brand's HCP targets interacted with competitor sales reps in the past 6 months?
- How much have your brand's HCP targets interacted with those competitor reps?
- How wide a range of competitor sales teams have your brand's HCP targets interacted with?
- How has the trajectory of interaction patterns changed over time?

Real-Time Insights (updates provided weekly or bi-weekly)

- Which of your brand's HCP targets interacted with a competitor sales rep in the last 2 weeks?
- Which of your brand's HCP targets has interacted with a specific competitor sales rep team in the last 2 weeks?

Signal-IQ provides a validated, scalable, FTC-compliant engine that traces real competitor activity with your HCP targets at the NPI level with a proven approach that isolates 85%+ of client's details to their own targets.

ZoomRx Signal-IQ: Competitive Field Intelligence Deliverables

Signal-IQ: Competitive Field Intelligence provide Leadership and Marketing teams with the following:

- **Real-time** visibility into competitor field interactions with your HCP targets
- Custom **dashboards** with intuitive KPIs derived from those interactions such as detail share of voice, competitive pressure indices
- Potentially **earlier detection** of competitive pushes and territory shifts

Sales and sales operation teams can leverage Signal-IQ: Competitive Field Intelligence for:

- Triggers for next best action recommender systems to drive timely, effective counter-detailing
- A high value potential input for **dynamic call plans**/call plan reprioritization
- More **impactful** Sales Force details and ROI

Blinded Examples

Table 1 below shows **retrospective** insights for a client's target HCPs' interactions with four key competitor sales teams. This was delivered for all clients' current target HCPs as well as potential targets.

TABLE 1

Retrospective Historical Insights - Interactions with Competitors Prior 3 Months & KPIs

Custom KPIs

Competitor Pressure Intensity Index*

NPI	Number of Competitors Interacted with Past 3 Months	CPI* Over Last 3 Months	CPI* Trajectory	Competitive Vulnerability Index (CVI**)
NPI 2876541930	3 of 4	High	Steady	Moderate
NPI 1049837265	2 of 4	Moderate	Increasing - Threat	Moderate
NPI 5639201478	3 of 4	Low	Decreasing	Low
NPI 7713059842	1 of 4	Low	Steady	Moderate
NPI 4398125706	3 of 4	High	Steady	High - Threat
NPI 9154073628	0 of 4	None	Steady	Low
NPI 3801564972	2 of 4	Moderate	Increasing - Threat	High - Threat

Competitor Pressure Intensity Index (CPI*) is an illustrative KPI that would reflect level of interaction with competitors in absolute terms or relative to predicted

Competitor Vulnerability Index (CVI)** is an illustrative KPI that would reflect level of interaction with competitors incorporating level of interaction with client brand from CRM

Table 2 below shows **real-time** insights for clients' target HCPs' interactions with four key competitor sales teams in the past **two weeks**. This is delivered for all clients' current target HCPs and designed to feed into custom dashboards, and to feed directly into CRM and/or dynamic recommender systems.

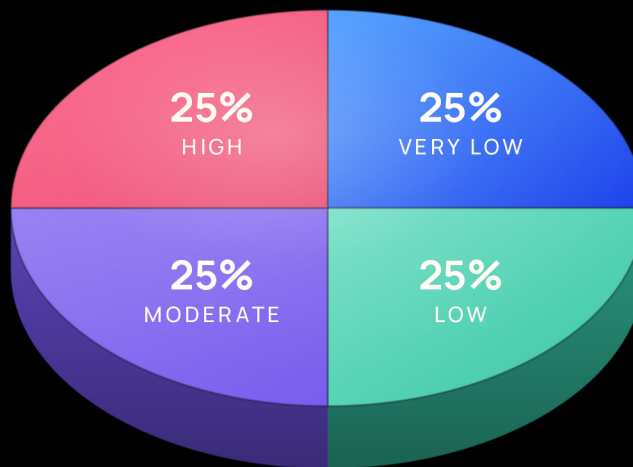
TABLE 2
Real-Time Insights – Interactions with Competitors Past Two Weeks

Detailed in Past Two Weeks by Competitors?
Time Period : 5/4 - 5/14/26

NPI	Competitor 1 Sales Force?	Competitor 2 Sales Force?	Competitor 3 Sales Force?	Competitor 4 Sales Force?
NPI 2876541930	Yes			Yes
NPI 1049837265			Yes	
NPI 5639201478		Yes		
NPI 7713059842				
NPI 4398125706				Yes
NPI 9154073628		Yes		
NPI 3801564972	Yes	Yes	Yes	Yes

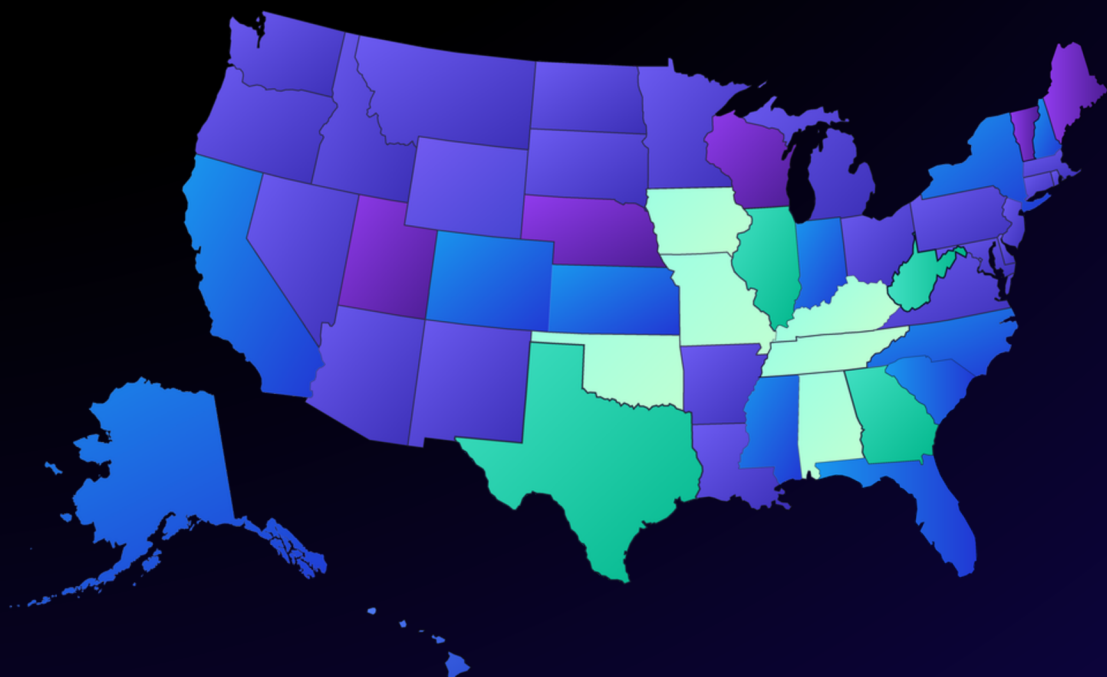
The information on your HCP targets historical and real-time interactions with key competitors and derived custom KPIs (i.e., detail share of voice) are reported in custom dashboards / data visualization tool. The blinded example below shows the distribution of client HCP targets and levels on a custom high-value KPI for a client (competitor pressure intensity score), and the distribution of high levels of competitor pressure at state levels in a heat map.

Competitor Pressure Intensity Index*



Competitor Pressure Intensity Index (CPI) is a KPI that reflects level of interaction with competitors

Percentage of Targets within States with High Level of Competitor Pressure (CPI)



ZoomRx Signal-IQ Application to Understanding Referral Patterns

Mobility data has the potential to significantly improve a wide range of other commercial challenges related to incomplete visibility into critical flows and interaction patterns, including HCP-to-HCP and HCP-to-specialty care centers (referrals).

As a result, manufacturers often misidentify referral hubs, underestimate the influence of certain HCPs, and misalign targeting and reach goals. Signal-IQ referral insights—especially HCP-to-specialty centers—can materially improve decisions.

Several well-known HCP referral questions have only partial solutions with existing data sources.

Identification of HCP referrals have only a partial solution given core limits of claims data.

EXAMPLE

Patient Referral Patterns

Clients frequently want to identify referral patterns between different service points in the medical continuum. Examples include:

PCP to Specialist



Physician to specialty service center



CASE STUDY 1:

Signal-IQ: Competitive Field Intelligence

SITUATION:

A client with a leading product in a rare disease space was facing a notable planned reduction in PDEs in the next 3 months. A marginally differentiated competitor launched 3 months prior with a large sales force. Given this, the client expected a sharp drop in their share-of-details among its highest-value HCPs, and they needed information on how to best reallocate their reduced PDEs to blunt competitive pressure with near real-time counter-details against the launch brand.

KEY BUSINESS QUESTIONS:

- Which of our HCP targets interacted with the new launch competitor sales reps in the past 3 months, and at what levels?
- How many other competitor sales teams did those HCPs interact with in the past 3 months, and at what levels?
- Which of our HCP targets interacted with the new launch competitor sales reps in the past 2 weeks, and can you provide updated information every two weeks for the next 6 months?
- How should we adjust reach goals and call prioritization based on this information?

ZOOMRX INSIGHTS AND UNIQUE VALUE:

Our team successfully provided the core retrospective insights and real-time updates (bi-weekly) on which high value HCP targets had details from competitors with an emphasis on details from the new launch sales team.



- ZoomRx was able to provide all of the critical competitive reach inputs at the NPI level historically and provided tactical advice on how the client might adjust targeting, reach goals, messaging and other strategic and tactical issues based on that information.
- ZoomRx provided bi-weekly updates on competitive reach, a custom dashboard with KPIs in a dynamic data visualization tool, and a file tailored for commercial operations teams for call prioritization recommendations.
- A PowerPoint presentation was also provided to address the key business questions related to historical competitive interaction patterns, accompanied by a workshop that facilitated buy-in from sales teams and Sr executives.

CASE STUDY 2:

Signal-IQ: HCP Referral Pathways

SITUATION:

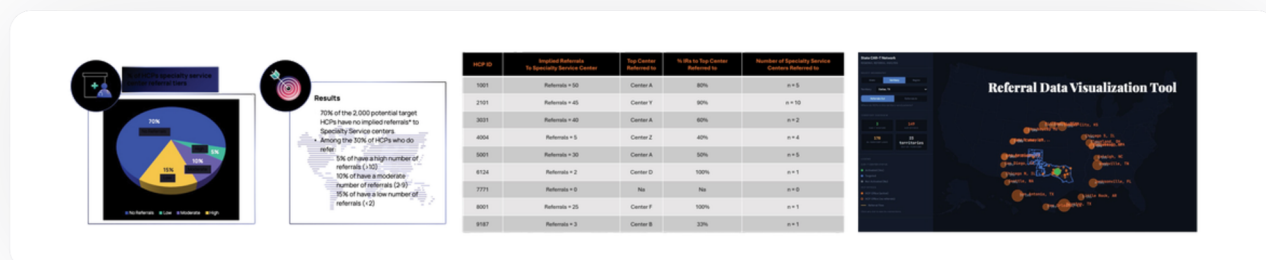
A client with a leading product that could only be administered in a few hundred specialty care centers needed a complete and real-time understanding of referral patterns from HCPs to those centers. This information could not be generated from patient level claims data given core limits of that data - low coverage, uneven data for some HCPs and other challenges.

KEY BUSINESS QUESTIONS:

- Which current and potential target HCPs refer patients to specialty medical centers for treatment?
- Which current and potential target HCPs have the highest number of referrals and to which specialty medical centers?
- Who are the top HCP referrers to each of the specialty medical centers in the United States?
- How should the client adjust thinking about HCP valuation, targeting, messaging, reach goals and even territory design/incentive compensation based on more precise understanding of HCP referrals patterns?

ZOOMRX INSIGHTS AND UNIQUE VALUE:

Our team successfully provided all core NPI-level insights based on historical referral patterns to inform HCP/account valuation & targeting, and messaging. Referral patterns in the market had changed in a largescale way due to the elimination of the REMs requirement for the client's therapy, so referral information was updated quarterly to allow for calibration of views about HCP/account valuation & targeting, and messaging.



- ZoomRx was able to provide all of the critical referral information at NPI, territory and zip code levels, and provided tactical advice on how the client might adjust HCP/Account targeting, reach goals, messaging and other strategic and tactical issues.
- 15-20% of current target HCPs were lower priority targets but had high levels of referrals and were given higher reach goals.
- ZoomRx provided a custom data visualization tool that allows end-users to view deep-dive referral flows to and from the specialty care centers at various levels of aggregation (territory, region) for strategically important subsets of targets and specialty centers.
- A PowerPoint presentation was also provided to address the key business questions related to referral patterns, accompanied by a workshop that facilitated buy-in from sales teams and Sr executives.

SCHEDULE A CONSULTATION WITH ZOOMRX

GET IN TOUCH

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ABOUT ZOOMRX

ZoomRx is a strategic life sciences consultancy trusted by more than 80+ global biopharma companies and 200+ brands to answer their most consequential commercial questions across virtually every therapeutic area.

Commercial Consulting Analytics helps brand teams understand the underlying drivers of HCP and patient behavior to specific tactical action plans. Engagements span the full brand lifecycle, from pre-launch go-to-market planning and demand estimation through inline sales force optimization, attitudinal segmentation, promotional mix calibration, and dynamic next-best-action recommendations at the HCP level.

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