Paper 353-2009

Intelligently Targeting Physicians Using SAS® Enterprise Miner™

John Shipway, SAS Institute Inc.
Mark Wolff, SAS Institute Inc.

ABSTRACT

Life Sciences companies have typically relied on deciling to decide which physicians to visit and leave samples with. With deciling, only the highest volume prescribers for a given therapeutic area or compound are considered, leaving a potential gold mine of potential prescribers untapped. SAS® Enterprise Miner™ can be applied in this area to determine which physicians are most likely to prescribe a particular drug, regardless of whether or not they are in a top decile. This session will focus on the implementation of a solution based on Enterprise Miner to the problem of intelligent physician targeting, and will talk through a customer case study.

No paper was submitted for publication in the *Proceedings*.   Check http://support.sas.com/rnd/papers/ or contact the author.

CONTACT INFORMATION

John Shipway
SAS Institute Inc.
john.shipway@sas.com