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Intelligently Targeting Physicians Using SAS® Enterprise Miner™

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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.

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