

The Tellus Guide to AI Analytics for Life Sciences

Who are the top 50 healthcare providers we should target to cover this quarter's revenue shortfall?



IMPACT	Catastrophic (5)	5	10	15	20	25
	Significant (4)	4	8	12	16	20
	Moderate (3)	3	6	9	12	15
	Low (2)	2	4	6	8	10
	Negligible (1)	1	2	3	4	5
		Improbable (1)	Remote (2)	Occasional (3)	Probable (4)	Frequent (5)
LIKELIHOOD						

AI INSIGHT

To cover the revenue shortfall, we analyzed call activity, CRM, and 3rd party data:

- Call activity is down 27% in Southeast region
- Primary driver of revenue shortfall is the 73% drop in NBRx in Tier 2 prescribers in Southeast region
- Obesity therapeutic area is outperforming nationwide

Sources Accessed:



Writer Target list.xlsx



Turn every data point—from field sales trends to patient outcomes—into real-time, actionable intelligence that accelerates pull-through wins, unlocks brand and market-access opportunities, and drives measurable commercial and clinical impact.

Pharmaceutical, biotechnology, and medical device firms operate in intensely competitive and highly regulated markets. Effectively leveraging data at scale to improve decision-making is critical to reducing risk and gaining market share. Yet despite being surrounded by an ocean of data—prescriber, patient, market, sales, finance, digital, third-party data, and much more—**most teams lack actionable data-driven insights.**

Tellius helps life science firms gain a self-service way to explore and analyze data to bring insight/efficiency to every aspect of their value chains—from drug discovery

and clinical trials, to manufacturing and distribution, to marketing and sales. Leveraging the Tellius AI-powered analytics platform, life science companies can accelerate their journey to becoming truly data-driven by asking questions using natural language and getting answers with powerful automated insights, and taking action with AI agents and agentic flows. AI analytics can help to increase organizational analytical agility improving decisions related to commercial effectiveness, brand insights, market access, payer analytics, manufacturing quality, and much more.

Top Life Science AI Analytics Use Cases



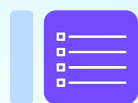
Field Sales Analytics

Identify key drivers of prescriber trends for dramatically improved targeting



Brand Insights

Uncover actionable brand insights to improve commercial efficacy



Market Access

Maximize coverage, secure optimal pricing, and ensure efficient pull-through



Medical Affairs

Enhance product value and credibility to support commercial success



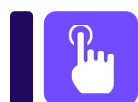
Patient Analytics

Gain a deeper understanding of patient behavior, adherence, and outcomes



Supply Chain Quality Analytics

Enhance manufacturing quality management while mitigating risks



Self Service Analytics

Answer your own business questions—conversationally—eliminating bottlenecks and increasing agility



Field Sales Analytics

Drive pull-through, prioritize high-impact HCPs, and respond faster to trends that affect TRx/NBRx

In a market that shifts by the hour, sales leadership must move from static reports to always-on field sales analytics and insights to drive commercial impact. Tellius AI unifies internal CRM / sales data with syndicated feeds (IQVIA, Symphony, etc.), enabling teams to ask and answer ad-hoc field sales questions and perform deep dives in natural language for smarter commercial decisions.

Ask questions naturally

HCP Targeting

ML models rank high-value prescribers and explain why they matter—so reps focus on the right physicians first.

Which HCPs show high writing propensity signals?



Subnational Insights Generation

Zoom from national to ZIP-level in one click; AI narrates root-causes behind regional spikes or dips.

What % of Q2 sales came from new HCPs?



Performance Reporting & Impact Analysis

Self-service vizpads trace TRx lift back to activity, channel, and message, eliminating analyst bottlenecks.

What % of Q2 sales came from new HCPs?



Which cardiologists added ≥50 TRx this month but aren't in our call plan?



TRx Volume This Month



AI INSIGHT

- 14 cardiologists wrote ≥50 TRx this month but aren't in your call plan.
- 6 are in active territories, signaling pull-through opportunities.
- 3 show >40% TRx growth vs. last month, signaling rising influence.

Dynamically generated field sales insights

HCP Name	NPI	TRx This Month	Change vs. Prior Mo	Distance from Assigned Rep
J. Avila	1388942015	87	34%	East
M. Gibson	1093130084	76	+3%	West
T. Riley	1770787607	77	+11%	Indian
B. McCarthy	1467595250	58	+9%	Eust
D. Shah	1233221102	52	+8%	Mar.
P. Cardenas	1598934460	47	+4%	West
A. Murphy	1477347528	42	+9%	West

Sources Accessed:



Writer Target list.xlsx



Outputs actionable call list



Success Story

A biotech company's rare cancer therapy gained FDA approval, but identifying the right HCP treating the right patient at the right phase of treatment was a "needle in a haystack." The client's commercial team used Tellius—without

any data scientists—to join internal and external prescriber datasets upon which they trained an ML-based HCP targeting model. The model helped the team identify 30% new sales opps, driving multimillion-dollar revenue and putting lifesaving drugs into the hands of the right patients.

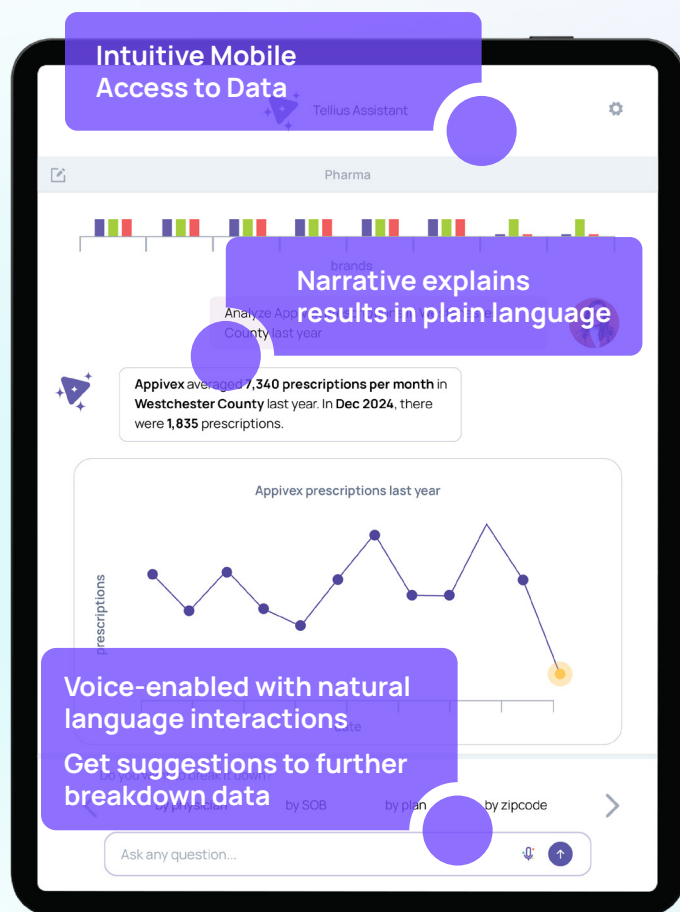


Field Sales Analytics (cont'd)

Drive pull-through, prioritize high-impact HCPs, and respond faster to trends that affect TRx/NBRx

Answer questions like:

Which products are driving the most TRx?



Proactive Field Sales Intelligence

Tellius AI monitors sales KPIs 24/7, triggering alerts on anomaly or threshold breaches, with suggested corrective actions.

How many reps do I need to hit 10% TRx growth in Southeast?



Field Resource Sizing & Territory Alignment

Agentic flow-driven simulations balance workload, geography, and growth potential in minutes—no spreadsheets needed.

How many reps do I need to hit 10% TRx growth in the Southeast?



Call Planning

Conversational prompts surface optimal call frequency, message mix, and next-best actions, auto-synced to CRM.

Show me missed calls vs plan by rep last week





Brand Insights

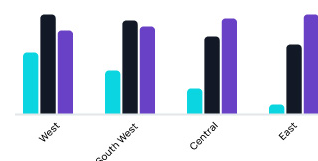
Uncover actionable brand insights to improve marketing strategy and drive sales

Got a meeting in 5 min. How's my brand performing?
Any growth opportunities?



Growth opportunities for the Zyrutex

Zyrutex weekly trends, last 13 weeks, by region VS competitors



Key drivers of Zyrutex decline



AI Insights

Growth Opportunities for Zyrutex

To reverse the NRx decline and drive brand growth, focus on three key areas:

- Boost HCP Engagement in the East (+\$20M)**
 Rep call volume is down 15%, leading to lower script generation. Prioritize high-potential PCPs with targeted field engagement.
- APAC region's premium product lines (+\$12M)**
 Zco's formulary shift (-10.9%) is reducing Zyrutex access. Negotiate aggressive payer contracts to regain Tier 2 status in key regions.
- Value Messaging (to combat generic erosion) (+\$8M)**
 Generic competition is capturing 5.2% of the market. Strengthen clinical differentiation messaging to reinforce efficacy & safety advantages.

Explore the details of each underlying factor

Automatically uncover factors driving changes in performance

[Download high-potential HCP list →](#)

[Dive deeper on Rep calls \(East\) messaging →](#)

Brand insights teams are at the frontlines of understanding brand performance, market trends, and customer perceptions to support strategic decision-making and marketing initiatives. Unfortunately, deriving actionable brand insights is a largely manual process requiring extensive time triangulating trends using multiple tools and spreadsheets. Tellus helps:

Proactively spot market share insights

AI-augmented analytics reveals the hidden drivers behind every Rx swing—empowering brand teams to pre-empt competitive moves, capture emerging demand, and lock in market share before it slips.

Identify brand performance drivers

Perform ad hoc brand performance diagnostics across geographies, portfolios, and markets-in-natural language—to uncover key drivers of commercial performance.

Monitor brand health automatically

Track key customer segments and specialty groups for brand uptake and switching behaviors for more successful launches and faster decision-making for sales and marketing.



Success Story

A midsize pharmaceutical firm's brand insights team noticed a 12% drop in market share for a particular drug. Using automated insights with Tellus, the team identified the systemic drivers of underperformance and growth opportunities, informing pull-through strategy. The resulting course correction drove an increase in the brand's market share by 7%, contributing \$7.19 million in sales; reached underserved HCPs to achieve a 43% increase in demand; and improved the team's response time to market changes.



Market Access

Maximize coverage, secure optimal pricing, and ensure effective pull-through

Which payers cut Ventruvix 1.2mg TRx by $\geq 10\%$, why (i.e., policy/region/competitors etc.), and where's the growth head-room?

↑

To answer your question I need to run a workflow:

Market Access
This workflow will help Market Access Directors analyze payer performance.

Should I start?

Alright, let's get down to business! Here's a quick overview of what we'll be doing in this workflow:

- 1. Gather User Input:** We'll start by asking you about the scope of analysis—whether you want to look at all payers or just those with a decline in TRx, and for which time period.
- 2. Data Filtering:** Next, we'll filter the dataset based on your input to focus on the relevant payers and time period.
- 3. Prescribing Pattern Shifts:** We'll check for any significant shifts in prescribing patterns by region or payer and show you some cool trend charts.
- 4. Diagnostic Analysis:** Then, we'll dive into what specific payer policies have impacted TRx the most.
- 5. TRx Growth:** We'll forecast which payer segments have the highest potential for TRx growth.
- 6. Competition:** We'll identify competitors likely to disrupt our market access and highlight high-value contracts for renegotiation.
- 7. Further Analysis and Decision Support:** If needed, we can re-run analyses with different filters and provide an executive summary with recommendations.
- 8. Create Detailed Report:** Finally, we can generate a detailed PDF report with all the insights and visualizations.

Sound good? 😊 Let's get started!

Summary of Findings and Recommendations

Decline in TRx

- **Payers with Decline:** Identified payers experiencing a decline in TRx during the last quarter.
- **Count of Payers:** Specific count not provided, but data indicates multiple payers affected.

Powerful Agentic Flows can be kicked off conversationally

Ask compound, multipart ambiguous questions

AI Agents make multistep analysis easy and repeatable

Identifying market access changes and opportunities is challenging due to fragmented complex data (from EHRs, claims, sales, etc.), dynamic stakeholders (e.g., patients, healthcare providers, payers, regulators, and policymakers), pricing and reimbursement complexity, difficulty gathering real-world evidence (RWE), and much more. Once data is in hand, market access teams must perform multidimensional analysis of clinical efficacy, cost-effectiveness, patient outcomes, and healthcare system impact. Also often faced with budget constraints, market access teams require sophisticated analytical models and frameworks to balance and align the needs and requirements of various stakeholders. Tellius empowers market access teams with real-time insights to inform strategic decision-making and optimize market access:

Predict impact of access changes

AI-powered automated insights derived from a variety of internal and syndicated data sources (e.g., Symphony or IQVIA) quickly highlight the impact of access changes across payers to better inform contract discussions/ negotiations to ultimately drive profitability.

Formulary monitoring

Automate manual formulary monitoring and receive intelligent proactive alerts—freeing up time, reducing risk, and identifying opportunities.

Market access performance optimization

Combine performance and formulary data to identify favorable access segments with growth opportunities.

Success Story

Market Access

A global pharmaceutical company developed a new targeted therapy for a specific type of cancer and was preparing to launch the product. The market access team faced pricing concerns and the need to demonstrate the therapy's value to payers and healthcare providers for optimal formulary placement.

Using Tellus insights from market research, clinical trial data, and health economic analysis, the market access team developed a compelling value proposition focused on the therapy's efficacy, safety profile, targeted approach, and potential to improve patient

outcomes compared to existing treatments. They also demonstrated the therapy's cost-effectiveness and its impact on reducing overall healthcare costs, based on analytical models developed in Tellus.

Through a strong evidence-based value proposition, payer engagement, collaboration with medical experts, and tailored HTA submission that positioned the therapy as a valuable and viable treatment option for patients, the drug gained favorable access status, leading to a successful market launch and subsequent strong adoption.

“

When we're faced with business problems to help address business needs, we often have to develop things for the first time. There's a lot of iteration that's involved, and this tool is extremely helpful to build innovative products.

Director of Integrated Insights,
Market Access





Medical Affairs

Sharpen engagement, safeguard patients, and accelerate evidence-based strategy

Medical affairs teams are awash in fragmented data—MSL call notes, spontaneous AE reports, real-world dosing outcomes, KOL activity—and the signal often gets lost in the noise. When they miss a safety spike, under-engage the right experts, or base dosing guidance on stale evidence, patient welfare and scientific credibility are at risk. The AI-powered use cases below turn those blind spots into real-time, actionable intelligence.

MSL Interaction Analytics

Track and analyze volume, channel, and quality of MSL-HCP interaction by therapeutic area, product, or region

What proportion of MSLs had an F2F visit last month?



Adverse Event Surveillance

Real-time anomaly detection on spontaneous safety reports to flag spikes by product, genotype, geo, etc.

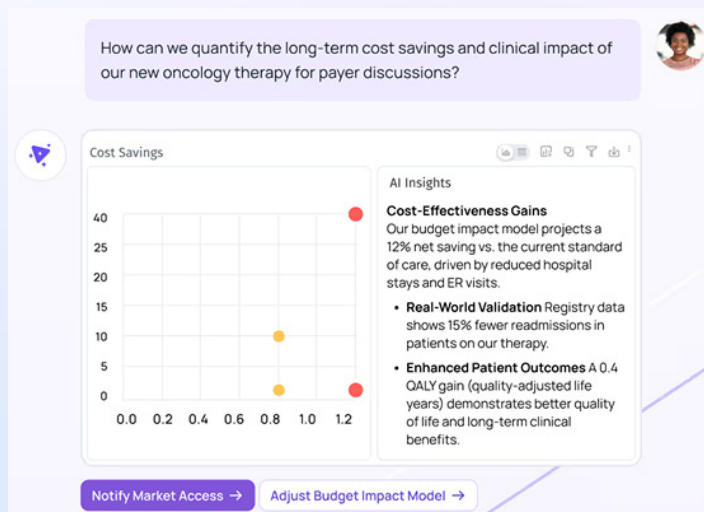
Which regions show the largest AE spike week-on-week?



Medical Strategy Dose Optimization

Use outcomes and RWE data to recommend dose adjustments and/or usage guidance for key molecules

Which patient cohorts benefit most from 1.2mg vs 3mg?



KOL/HCP Engagement Coverage

Measure KOL reach and influence through events, publications, advisory board, and scientific messaging uptake

Which top 10 HCPs drove the biggest uptick in scientific inquiries?



Success Story

A top-20 pharma saw spontaneous safety reports for its new autoimmune biologic trickle in from multiple systems, making it nearly impossible to spot emerging safety signals before regulators or social media did.

With AI-powered Adverse-Event Surveillance, the pharmacovigilance team integrated FAERS, call-center, and EHR feeds in one week. The anomaly-detection agent flagged a 42% week-over-week spike in injection-site reactions in the Southeast 48 hours sooner than legacy reports. Targeted safety messaging and dose-adjustment guidance cut additional incidents by 30 % and avoided millions in potential recall and reputational costs.

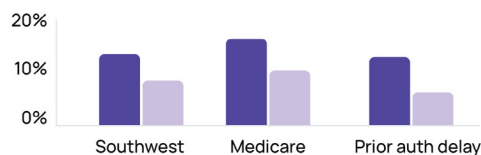


Patient Journey

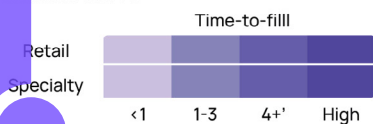
Analyze comprehensive patient data to uncover trends and gaps, enhancing adherence and streamlining processes for improved outcomes

Which patient cohorts are dropping off after the second refill - and why?

Adherence drop-off



Refill abandonment



Next step actions help users turn analysis to action

AI INSIGHTS

42% of Medicare patients with a >5-day PA delay never filled Rx 3

Drop-off rates highest in Southwest tied to limited specialty pharmacy availability

Patients with no documented HCP follow-up within 14 days of initiation are 2-3x more likely to abandon treatment

[Download At-Risk Patient JourneyCohort.csv](#)

[Explore Specialty Pharmacy Gaps](#)

Pharmaceutical companies face mounting pressure to understand and improve the patient journey—but insights are buried across fragmented data sources like claims, EMRs, and CRM notes. Traditional approaches are slow, manual, and struggle to keep pace with the dynamic, nonlinear path patients take from diagnosis to treatment. When brands miss key inflection points—like drop-offs in adherence or access hurdles—they risk diminished outcomes, missed revenue, and delayed time-to-therapy for patients who need it most.

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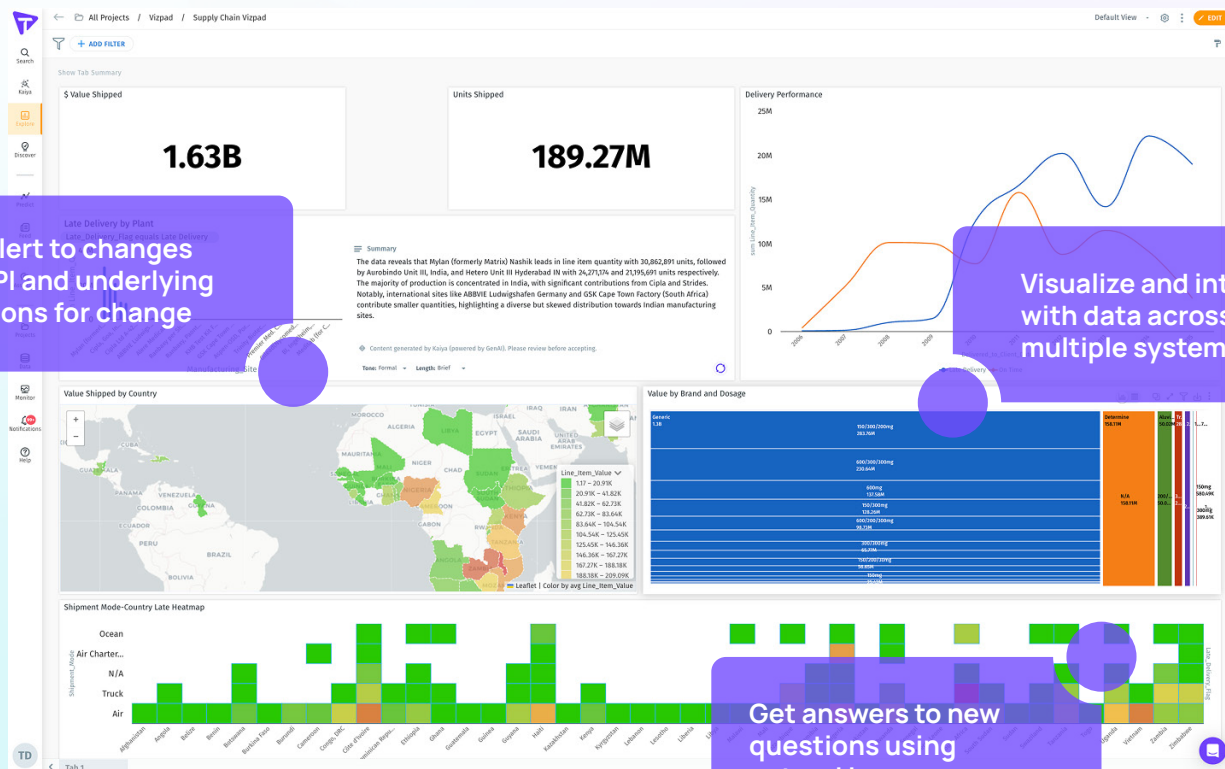


Supply Chain Quality Analytics

Enhance manufacturing quality management by identifying process gaps, forecasting outcomes, and monitoring supplier performance

Answer questions like:

Across multiple tiers of suppliers, what's driving my supply chain quality issues for product X and how can they be mitigated to improve overall product quality and reduce defects?



Maintaining supply chain quality in the pharmaceutical industry is crucial yet extremely challenging due to stringent regulatory compliance and quality standards (e.g., GMP, GLP, etc.), product complexity, traceability and serialization difficulties (involving vast amounts of data from various stakeholders, making the analytics process more complex), data integration and interoperability considerations, and time sensitivities, just to name a few. Tellius helps supply chain quality teams with:

Delay/variation root cause analysis

AI-powered diagnostic analytics surface the root cause of issues impacting high cycle times to implement more effective change controls more quickly while improving capacity planning and mitigating manufacturing risk.

Quality forecasting

Predict workflow delays impacting quality processes through point-and-click ML modeling, as well as make smarter data-driven manufacturing management decisions via more holistic views across all manufacturing data sources.

Variation reduction

Minimize variation into ordering patterns and supply utilization through ML/AI-based automated trend spotting and clustering.

Success Story

Supply Chain Quality Analytics

The QA team at a top 20 pharmaceutical firm struggled to identify product delay root causes due to technology (i.e., inaccessible quality/audit data stored in legacy DBs with no reporting capability) and skill gaps (i.e., QA specialists manually analyzing raw data in Excel). QA delays meant high regulatory risk.

The QA team now uses Tellus for easily accessible, up-to-date metric tracking, dashboarding, natural language conversational analytics for ad hoc investigative work,

and automated insights to diagnose what drove quality process failures and segment identification of processes most prone to failure. Proactively attacking problems, the firm has reduced its aggregate quality process cycle time by 30%, reacting more quickly to quality issues while also being able to granularly pinpoint down to the plant level where issues arise.

“

It's been a tremendous help for our team to support and improve efficiency in the way we approach doing analysis. We can get people who aren't computer programmers to analyze data in a more statistically sophisticated way that you couldn't do without having a tool like Tellus.

Associate Director of Insights





Finance

Simplify forecasting and budgeting to deliver actionable insights, enhance accuracy, and drive strategic financial decisions

Finance teams at life science firms face constant pressure to deliver accurate forecasts and uncover drivers of financial performance—yet they're bogged down by siloed data, manual spreadsheet workflows, and slow variance analysis. Traditional tools can't keep up with dynamic market conditions, shifting reimbursement policies, and cross-functional dependencies. When visibility into financial drivers is delayed, it leads to poor resource allocation, compliance risk, and millions in preventable losses.

Variance Analysis and AI-Powered Root Cause Analysis

Tellius enables finance teams to go beyond static variance reports by automatically identifying the key contributors behind revenue and expense fluctuations. Whether analyzing unexpected clinical trial overspending or missed revenue forecasts across regions, AI highlights the why behind the numbers—empowering finance to act faster and partner more effectively with operations.

Connect to a variety of data sources, operational systems, and 3rd party data

Risk & Compliance

With built-in anomaly detection and predictive modeling, Tellius helps life sciences firms reduce exposure to financial and compliance risks. Teams can proactively monitor credit risk tied to payers, detect fraud patterns in claims or rebate programs, and flag compliance gaps before they result in fines or delays.

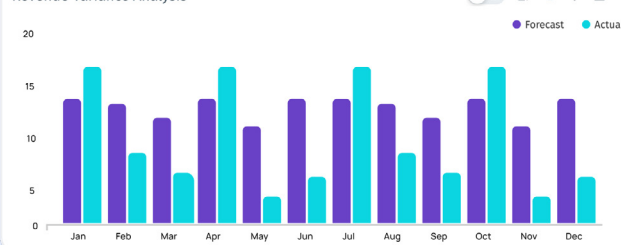
Operational Efficiencies

Tellius integrates financial, clinical, and commercial data to help FP&A teams optimize product portfolios, streamline claims and billing cycles, and simulate pricing strategies in real time. This enables CFOs and finance leads to shift from retrospective reporting to forward-looking, margin-driving decisions.

Please explain the variance for Q2 against budget



Revenue Variance Analysis



Key Variance Drivers

The 8% revenue shortfall in Q2 was primarily driven by underperformance of Zyrutex, where slower prescription uptake amid intensified competitor launches, more restrictive formulary placements, and ongoing reimbursement hurdles contributed to decreased share of new starts. Unfavorable exchange rates further compressed overall returns.

Sources Accessed:



Revise APAC pricing strategy →

Enhance demand forecasting in APAC →



Success Story

A global biotech company's finance team was consistently over budget on R&D, struggling to identify the root cause across 20+ global trials. Using Tellius, they connected budgeting data with CRO billing, site-level spend, and trial milestones. The platform's AI-driven analysis revealed specific vendors and sites causing recurring delays and cost overruns. Course correction led to a **17% improvement in R&D cost predictability** and recovered \$3.2M in operational waste in just two quarters.



Self-Service Life Science AI Analytics

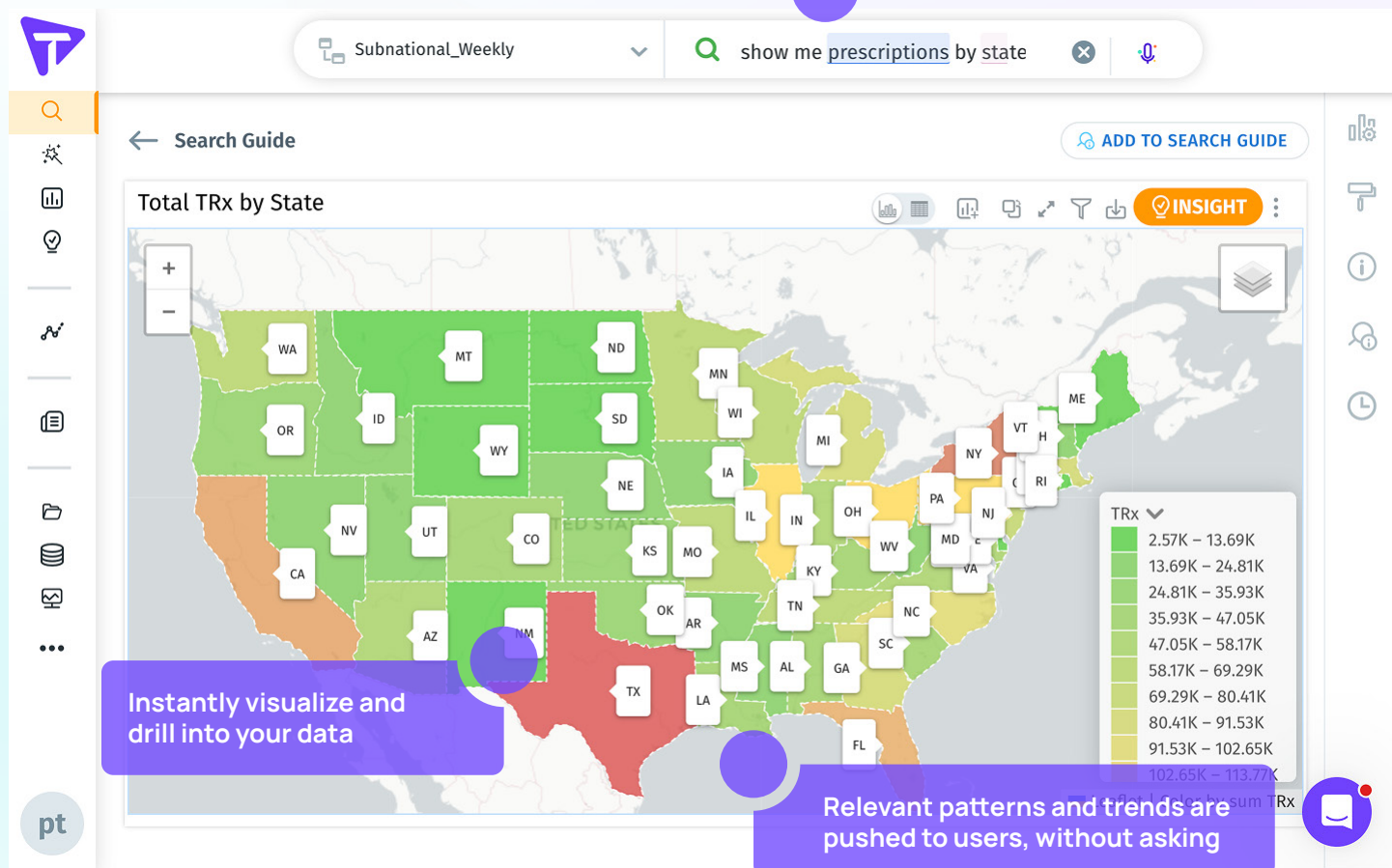
Enable conversational ad-hoc data analysis and deep AI Insights to slash analytics backlogs and enable business and analytics teams to answer their own questions

Answer questions like:

How are prescriptions trending by state for new patients for drug X?



Ask ad hoc questions across your commercial and patient data



Effectively leveraging data at scale to improve decision-making is challenging. Typically, the process today involves taking your new request to the company's data team, who will build a dashboard or a report—a process taking a week or more depending on the backlog. By the time the commercial, brand insights, or market access teams receive the updated dashboard, the data is outdated, leaving teams with more questions than answers. This leads back to the beginning of the cycle and a new request to the data team. Tellius short-circuits this with AI-powered self-service analytics for all.

Life science companies provide their domain experts with access to the platform, allowing them to ask questions in natural language conversationally (like chatting with ChatGPT or other LLMs). Tellius automatically builds charts and data visualizations based on their questions, highlighting insights to explore. There's no need for them to ask the data team for a new report or dashboard because it's all available at their fingertips. Tellius improves decision-making by putting data in the hands of experts in the field and increases analytics agility by eliminating the wait time for the latest dashboard.

Answer + Act on Any Life Science Question



by the world's most innovative teams



Life sciences teams are drowning in data but starving for answers. Traditional analytics tools can't keep up with the complexity, scale, or speed needed today. Tellius AI helps life sciences teams cut through the noise of fragmented data and manual analysis, giving each function the ability to:

- Ask any question in natural language across systems like IQVIA, Veeva, claims, and internal sources
- Analyze faster + deeper with AI-powered root cause detection and performance insights
- Act with AI agents that automate multistep analytical workflows for faster, more confident decisions

Who are the top 50 oncology HCPs to target in the midwest?



How is my brand performing?

Which PBMs overshot rebate thresholds?



Converse with Your Life Science Enterprise Data

Ask and answer any pharmaceutical question in a self-service, conversational manner. Empower technical and non-technical users alike to explore data, uncover insights, and make confident decisions-no SQL or analyst backlogs required.

Shortcut to WHY with AI Insights + Narratives

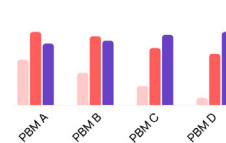
Analyze billions of data points to uncover hidden root causes and key drivers, saving time and revealing the real reasons behind changing metrics.

Which PBM contracts overshot our rebate threshold in Q2 - and why?



Contract Performance & Pricing Analytics

Rebate Cap



AI Insights

Overshoot Alert

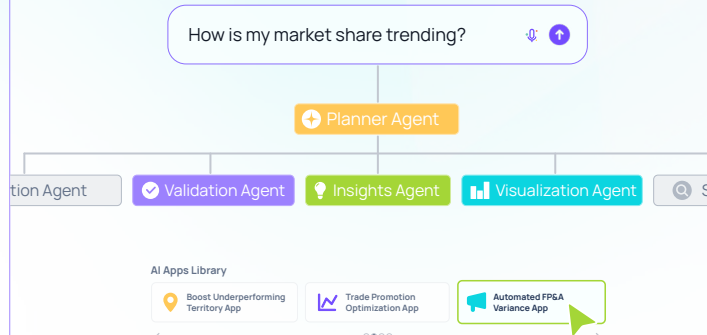
PBM Alpha (Midwest) and PBM Beta (Southeast) exceeded the 15% rebate cap by a combined \$220K.

• High Utilization

A spike in script volumes among key prescribers drove unexpected rebate costs

• Competitor Discounts

Aggressive competitor discounts in SE and SW regions triggered higher rebates



Put GenAI Agents to Work in Life Sciences

Use + build AI agents and agentic flows that transform data into immediate actions, effectively creating an AI analyst for everyone.



See Tellius in action today!

Top Life Science AI Analytics Use Cases



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Market Access

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How it Works

1

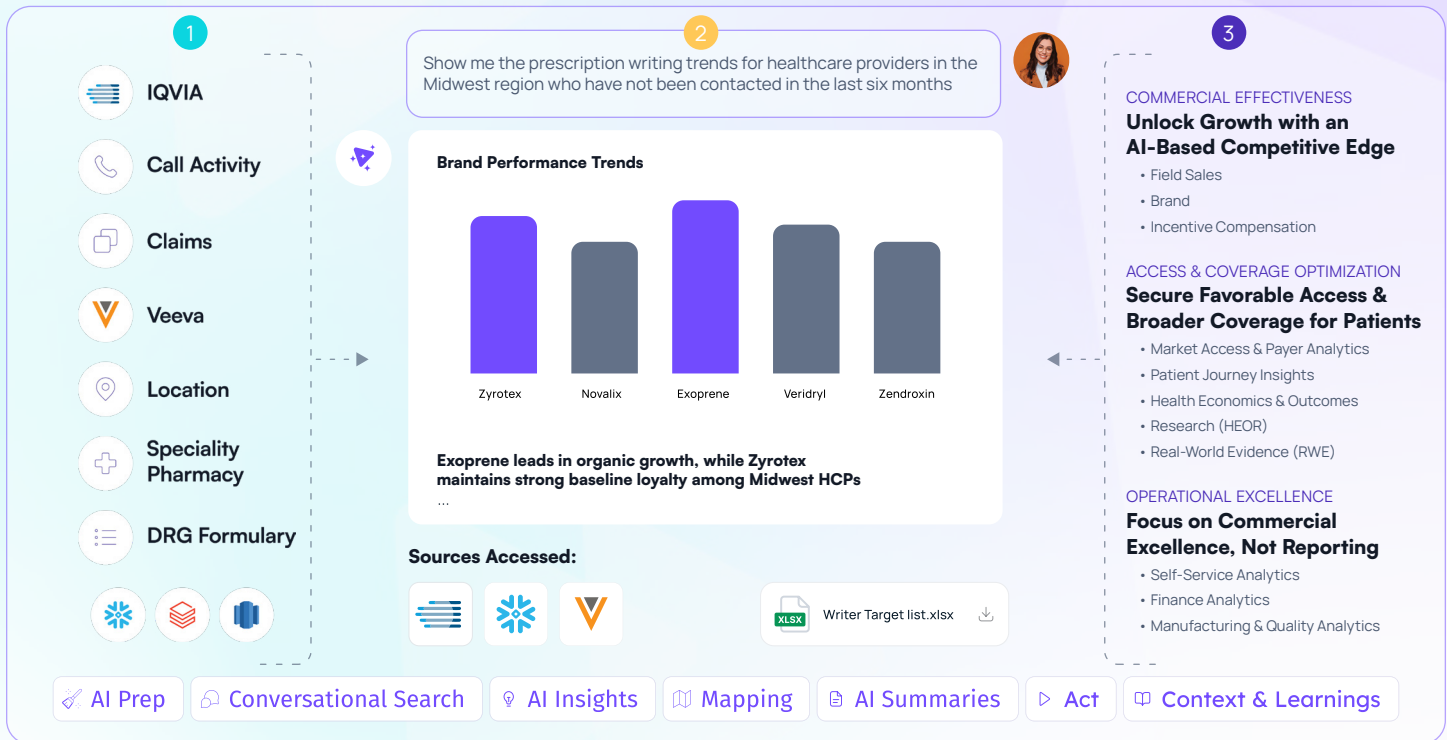
Connect internal + external data via dozens of prebuilt connectors

2

Ask ad-hoc + complex 'what, why, how'-type questions, conversationally

3

Act on deep insights to drive smarter commercial effectiveness, access, ops



Brand Performance Optimization

Novo Nordisk's Commercial team leverages Tellius across 8 global brands to enable Field Sales leaders to self-serve their own deep dives into sales performance, prescribing behavior, and formulary changes-conversationally, at the lowest level of granularity-to identify high-potential HCP outreach and uncover region-specific insights for targeted engagement.

+90k
hours saved

AI-Powered HCP Targeting

AbbVie's Field Sales Leadership team leverages Tellius's conversational ad-hoc analysis platform to conduct deep dives into sales performance data at the lowest level of granularity, identify high-potential HCPs, and uncover region-specific insights for targeted engagement.

abbvie

15%
increase in HCP
engagements