

From Insight Chaos to Strategic Clarity: The Pathway to Building an Unbeatable Brand

We all experience daily information overload

Excessive and fragmented insights obscure the big picture and divert focus from what truly matters

- **Information is stored in silos**
Valuable insights generated by distinct functions often remain siloed, undermining organizational alignment and strategic coherence
- **Investments in insights lose value**
Efforts are duplicated by asking similar strategic questions across different workstreams, leading to wasted resources and misaligned insights
- **This leads to decision paralysis:**
Reconciling misaligned insights from multiple reports creates delays, preventing prompt and effective strategic decisions

Do you recognize any of these common insight challenges?

How can we distil insights from a vast range of sources into a coordinated story for the brand?

“We’re in the thick of preparing for this asset launch, and we’ve been really digging into the market, conducting a ton of research. The challenge now? We’re sitting on a mountain of insights. Great insights, no doubt, but they’re scattered across different sources, reports, presentations... you name it. We’ve hit the point where we need to support our launch decisions.”

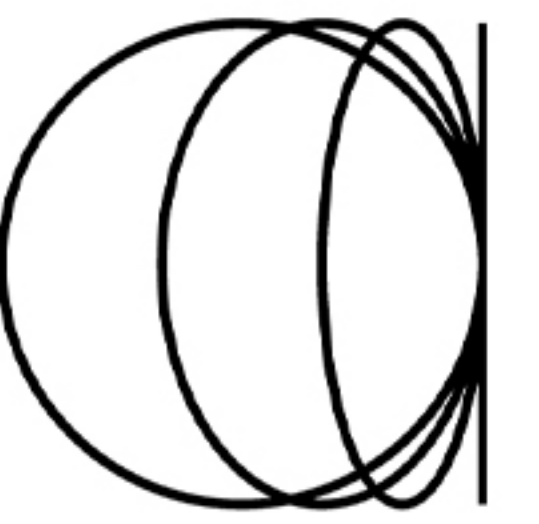
How can we identify priority knowledge gaps to inform next steps as an insights team?

“We have new members of the insights team to bring up to speed, but I’m struggling to reference the knowledge I’m passing on, as everything is scattered between various sources... It’s not just hard enough to pinpoint what we know, but also what we don’t know... We could do with a reference tool that evidences our existing insights, whilst also determining gaps in our knowledge, challenges to address and a path forwards.”

How can we build a shared understanding of our insights across teams?

“Each team – brand, medical, CI, access – have been gathering valuable customer insights. There’s no shortage of data or perspective, but here’s the issue: these insights are living in silos. We’re not building on each other’s findings – we don’t have a clear way to connect the dots across all of these efforts.”

Imagine having a resource that could....



Cut through the noise with a clear and concise view of your market, customers and brand, while spotlighting core gaps to address



Break through silos to unlock seamless collaboration, which accelerates shared understanding, decision making and market responsiveness



Transform uncertainty into strategic confidence through insights that eliminate guesswork and drive decisive, market-winning actions

... ultimately uniting teams behind a single, compelling insight foundation, replacing intuition with evidence-based conviction and maximizing the potential for success...

Introducing Insight Oracle by Prescient

Want to learn more about Insight Oracle?

Please get in touch with Patrick Phelan (pphelan@prescienthg.com) or Eneida Bushi (ebushi@prescienthg.com).

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