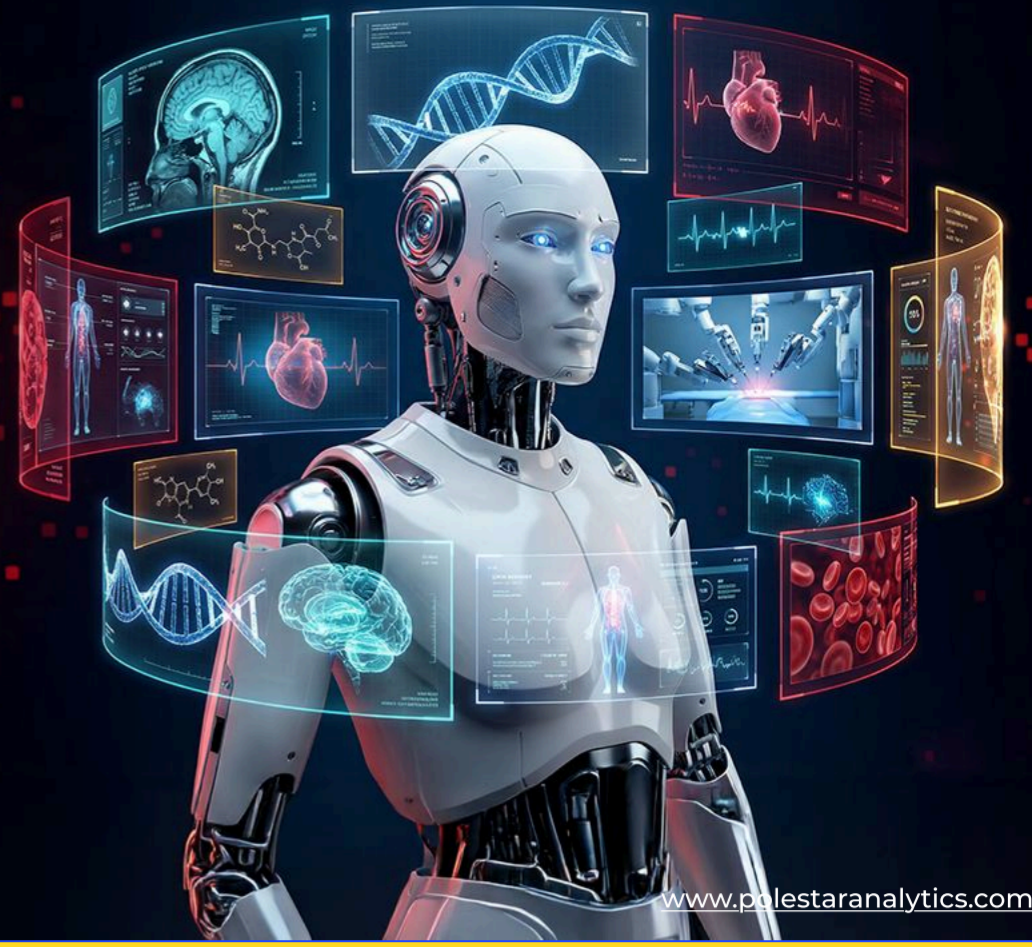


Self-Serviced AI Agentic Platform for HCP Segmentation, Targeting and Next Best Action

The Agentic Brain Empowering Commercial Teams for High Performance.

Traditional HCP segmentation and targeting rely on static rules, delayed insights, and manual effort, limiting agility and personalization, while nearly **50%** of data remains unanalyzed and **95%** of decision-makers fear the impact of poor data-driven decisions.

Self-service AI agentic platforms deliver real-time intelligence, adaptive NBAs, and autonomous decisioning, empowering commercial teams to act faster, engage smarter, and consistently outperform.



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30-40%

Improvement in Rep Productivity

3-4x

Rx Uplift

20-30%

Reduction in Promotional Waste

50%

Improved Marketing ROI

What sets it apart

AI-Driven Dynamic Segmentation: AI agents monitor and deliver segments that adapt in real time to behavior, engagement, channel affinity, and key performance drivers.

Predictive Targeting Models: Supervised machine learning forecasts Rx growth, churn risk, and switching probability to identify and prioritize high-value target HCPs.

360° Data Intelligence: Integrated NPI-linked platform combining IQVIA Rx, Veeva CRM, claims, engagement, and payer data.

Next Best Action Engine: AI-driven Next Best Actions at the HCP level optimize channel mix, uncover growth opportunities, and maximize marketing effectiveness and budget efficiency.

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Five Pillars of Modern HCP Segmentation, Targeting & Next Best Action

Intelligent Data Foundation: Unifies all HCP data into a single governed source of truth.

Dynamic AI Segmentation: Continuously evolving ML-based HCP clusters beyond static tiering.

Predictive Targeting: Identifies high-potential HCPs to maximize growth impact.



Personalized NBA Engine: Delivers the right message, channel, and timing for every HCP.

Closed-Loop Optimization: Drives 30–40% rep productivity and 3–4x Rx growth through continuous learning.

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Key Advantages

- ✓ **Superior Campaign Effectiveness:** Delivers 3–4x higher response rates through AI-driven HCP prioritization.
- ✓ **Prescriber Conversion Growth:** Converts 30–50% of high-potential non-writers into active prescribers.
- ✓ **Faster Insight-to-Action:** Reduces decision cycles by 70–80% with agentic workflows.

- ✓ **Field Force Productivity Boost:** Drives 30–40% rep productivity uplift with focused, explainable targeting.
- ✓ **Brand & Rx Acceleration:** Enables 10–25% faster adoption and 3–4x Rx uplift in priority segments.
- ✓ **Continuous Optimization:** Achieves 2–3x faster optimization and 15–30% lower promotional waste.

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Why Polestar Analytics?

Polestar Analytics is a **trusted data, analytics, and AI partner** delivering proven, transformative outcomes for **Fortune 500 pharmaceutical companies worldwide**. Our AI-powered, self-service platforms, featuring 20+ life sciences use cases, enable business teams to move from insight to impact faster, smarter, and at scale, without reliance on complex analytics workflows or technical intermediaries.

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