

CASE STUDY

Simplifying Your Product Catalog

How a Leading Healthcare and Wellbeing Organization
Improved Information Management and Delivery

fractal 



Executive Summary

Healthcare products can be complicated and varied, but it is not impossible to manage them effectively. A leading global electronics company found traditional methods of maintaining and accessing healthcare product catalogs to be incompatible with the effective and efficient business processes found in other areas of its business.

Fractal built an AI-based model that shifts the burden of maintaining and analyzing important clinical information from healthcare professionals and sales teams to a machine learning algorithm.

The development and implementation of Fractal's solutions yielded the following results:

- Simplified maintenance and upkeep for vast healthcare product catalogs
- Provided greater visibility for clinical usages for each product within the catalog
- Improved data collection and analysis for sales and product teams to act upon



About the Client

A major player in the healthcare space, our client is one of the largest electronics companies in the world. Its enterprise information management (EIM) vertical allows customers to optimize business processes through information aggregation. Our client aims to make better and faster decisions in healthcare settings by improving the reliability and accessibility of key product information.

The Big Picture

The catalog of healthcare products was challenging to navigate

Due to the scale and complexity of the healthcare products that our client offers, it was extremely challenging for medical practitioners and sales teams to navigate the catalog on offer. For healthcare products to be found easily and consistently, sales and marketing teams must be able to categorize the available products by important information such as clinical usage and product type.



The Big Picture

Clinical usage was often buried under long product descriptions

Healthcare products are usually developed for use in highly specific medical scenarios. These clinical uses are critical for medical teams to make the appropriate purchases for their patients. However, these clinical uses are often buried under long product descriptions that were written for the end customer instead of medical practitioners and pharmaceutical sales teams, which made it challenging and inefficient for purchasers to find what they needed.

Clinical information was presented in long and information-dense paragraphs

In the healthcare industry, medical teams are often pressed for time when dealing with patients and must be intricately aware of the clinical information associated with each product. However, this can be difficult with the extensive catalog that is offered within the healthcare vertical.

Our client developed an important solution that allowed medical teams to skim clinical information when identifying products for their patients.

The Transformative Solution

An algorithm to identify and label each clinical segment against a corresponding product

To simplify the management of an increasingly complex catalog of healthcare products, Fractal developed an algorithm that would help our client identify and label each product against the corresponding clinical segment. This makes it significantly easier for medical and sales teams to quickly identify the appropriate product for their customer.





The Transformative Solution

Natural language processing aids in quickly skimming and labeling key words in lengthy product descriptions

Fractal's advanced solution also aided in optimizing search activities conducted by medical teams. Instead of manually sifting through lengthy product descriptions, natural language processing was deployed to identify and highlight important keywords that helped medical and sales teams save time and reduce complexity when perusing unfamiliar products in extensive catalogs.

A feedback loop to allow product managers to contribute, explain, and correct real-world clinical usage

As more businesses adopt technological solutions, systems are needed to improve the solution after it has time to learn from the feedback that ground-level staff can provide. This is why Fractal built a feedback loop into our solution for our client that would allow product managers to share data on how the solution is used on the ground and share potential points of improvement. This empowers medical practitioners and product managers to collaborate with sales and marketing teams on product catalog management.

The Results

The model developed by Fractal allows the client to easily access and use output data from the Catalog360 dashboard. This access will be extended to the entire client team once beta testing has concluded. With the data from this model, product managers and sales teams can collect and analyze information on their bestselling products and make optimal business recommendations to decision makers.

In the long term, our client can use this data to compare KPIs and identify important business trends and opportunities.



Enable better decisions with Fractal

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Fractal product companies include Qure.ai, Crux Intelligence, Theremin.ai, Eugenie.ai & Samya.ai.

Fractal has more than 2,300 employees across 16 global locations, including United States, UK, Ukraine, India, and Australia. Fractal has consistently been rated as India's best company to work for, by The Great Place to Work® Institute, a 'Leader' by Forrester Research in its Wave™ on Specialized Insights Services, Computer Vision & Customer Analytics and as an "Honorable Vendor" in 2021 Magic Quadrant™ for data & analytics by Gartner.



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