

Conversion Rate Optimization (CRO) Model for a Global Medical Device Company

Clarkston recently partnered with a leading medical device company to optimize their doctor/patient matching algorithm. The team identified key opportunities in existing processes around variable selection, data transformations, and misapplication of outdated business rules. The team delivered a new model that maximized patient conversion likelihood as well as included new, engineered features and a new, straightforward performance measurement framework.

Clarkston achieved these gains in modeling performance while decreasing the time to run model from overnight to minutes. The team developed documentation and a framework to continue to monitor, test, and re-evaluate the model long-term for additional patient-centric opportunities.

The Clarkston team collaborated with the client's senior leadership, technical, and business teams to productionize this model for weekly runs and incorporate it into call center processes, maximizing conversion in the doctor to patient matching process.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Medical Device

PRODUCTS AND SERVICES :



Commercial Data &
Analytics, Model
Optimization

PRIMARY OBJECTIVES:

- Provide comprehensive analysis of existing doctor/patient matching model to executive leadership and opportunities for improvement
- Develop a new model with clear inputs and performance calculations, maximizing performance within regulatory constraints
- Work with technical and business teams to productionize new model

RESOLUTION:

- Analyzed existing model and targeted areas for improvement
- Removed invalid and unnecessary data inputs
- Streamlined both ETL (extract, transform, load), model pre-processing, and modeling code
- Provided well-documented and streamlined code
- Developed performance management framework
- Identified lead types to deprioritize as part of modeling and call center processes
- Developed custom location-based doctor comparison tool

KEY BENEFITS:

- Delivered two new models that maximize effectiveness of doctor/patient matching processes, both internally and on external tool
- Created production processes to allow call center to actively use model results that refresh weekly
- Established organizational awareness of model processes, inputs, and results, replacing or augmenting patchwork business rules that were ineffective



KPIs

41%

**41% increase in
conversion rate**

98%

**98% decrease in model
runtime**

4,900

**4,900 hours/month
calculated to save on
dynamic
de-prioritization of
low-value leads**

12+

**Improved run model
time from 12+ hours to
minutes**

[CONTACT US](#)

