Size does NOT matter !

Delivering large scale projects with a smaller team

E-Tabs
Data in sight

element

THE QUIRK'S EVENT

WHAT WE'LL LOOK AT TODAY

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Data in sight

01 **ELEMENT MARKET RESEARCH**

The Case Study

02 **AUTOMATION IN ACTION**

What is **fully** automated reporting?

03 **CHARTS FROM HEAVEN**

Leveraging the Cloud for enhanced exports from Dashboards and more

04 **THE STRATEGIC BENEFITS**

Summary and Questions

element

- **Full-service market research consultancy founded in 2008**
- **Based in Lexington, KY**
- **25 years working together as a team**
- **Current clients primarily large firms in:**
  - **Pharmaceuticals** Bayer, Merck, Novartis, Nuvera
  - **TV & Entertainment** Discovery Channel, Food Network, HGTV, Nat Geo, Paramount+
  - **Lodging** Choice Hotels
- **Qual & quant primary research** One-on-one IDIs to large-scale discrete choice modeling

element

How We Chose Enterprise

- Experience with E-Tabs since 2008
- Needed to handle survey data, not secondary, sales, or site analytics data
- Clients wanted large PowerPoint decks, not dashboards
- Enterprise trial in 2020
  - Exceptional training by E-Tabs
  - Available support as needed
  - Gave us confidence in this solution

Post-implementation Experience

- E-Tabs support staff responsive & helpful
- Enterprise intuitive and easy to learn
- One-click duplication enables high-volume deliverables
- Excellent ROI
- Lowers risk of human error
- Take on projects that would be otherwise impossible for us

Enterprise Case Study One

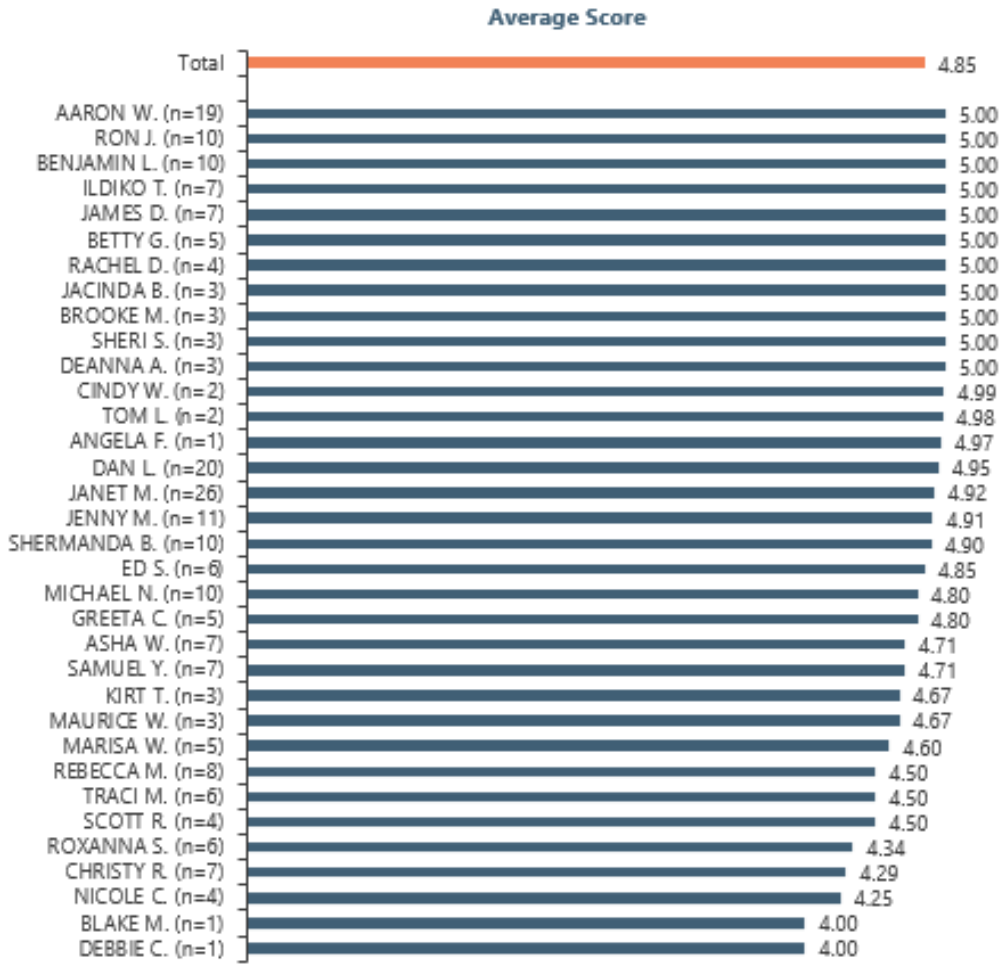
Annual Field Medical Liaison Evaluation

- Customers complete performance evaluation of an individual pharma co employee

- Deliverables include:
  - 135 individual performance reports
  - 7 aggregated team reports
  - 32 aggregated region reports
  - More than 1,200 slides in total

Enterprise Case Study One

Overall Value of MSL Relationship



RESPONSE OPTIONS:
5 Very valuable
4
3
2
1 Not at all valuable

Now thinking specifically about the relationship you have with <MSL Name>, how much do you value the interactions you have had with this individual?

Base: All Respondents 2022 (n=229)

Enterprise Case Study One

Sally Smith

5 Far exceeds my expectations 4 Exceeds my expectations 3 Meets my expectations 2 Falls below my expectations 1 Falls far below my expectations MSL Capabilities Average Scores	2022 All Field Medical (n=698)	2022 MSL (n=7)	2021 MSL (n=5)	2020 MSL (n=2)
Depth and breadth of knowledge in clinical medicine, pharmacology, therapeutics, and interpreting current literature	4.69	4.29	5.00	4.50
Ability to conduct meaningful and challenging discussions	4.71	4.43	5.00	4.50
Demeanor and ability to make our discussions enjoyable	4.77	4.95	5.00	5.00
Extent to which my MSL encourages open discussion to understand my point of view	4.74	4.71	5.00	5.00
Extent to which my MSL demonstrates a fair, balanced, and unbiased perspective, even if the information does not favor Novartis*	4.66	4.57	5.00	
Understanding of the U.S. healthcare landscape and the effect of changing trends on patient care*	4.66	4.14	5.00	
Extent to which my MSL links me to valuable Novartis resources	4.65	4.29	5.00	4.50
Time it takes my MSL to provide follow-up	4.66	4.57	5.00	4.50
Ability to provide effective and relevant follow-up	4.71	4.57	5.00	4.50
Extent to which my MSL demonstrates flexibility by using my preferred mode of communication for our interactions*	4.70	4.96	5.00	
Extent to which my MSL makes good use of my time*	4.68	4.57	5.00	
Extent to which my MSL relevantly addresses my specific needs and area of expertise in our discussions*	4.71	4.57	5.00	

What is it about this MSL that makes you likely to recommend him/her as a source of information?

- *She's very knowledgeable and has set up journal club meetings, which are valuable to our team.*
- *Professionalism and previous clinical experiences.*
- *Very knowledgeable and professional*
- *Expert in her field, well respected*

Please describe anything this MSL could do to improve his or her capabilities as an MSL or to better meet your needs.

- *She could provide more articles with relevant data to my field.*
- *I would like our meetings to be scheduled further in advance.*

** Not asked in 2020*

Score ranks in top 20% of All Field Medical

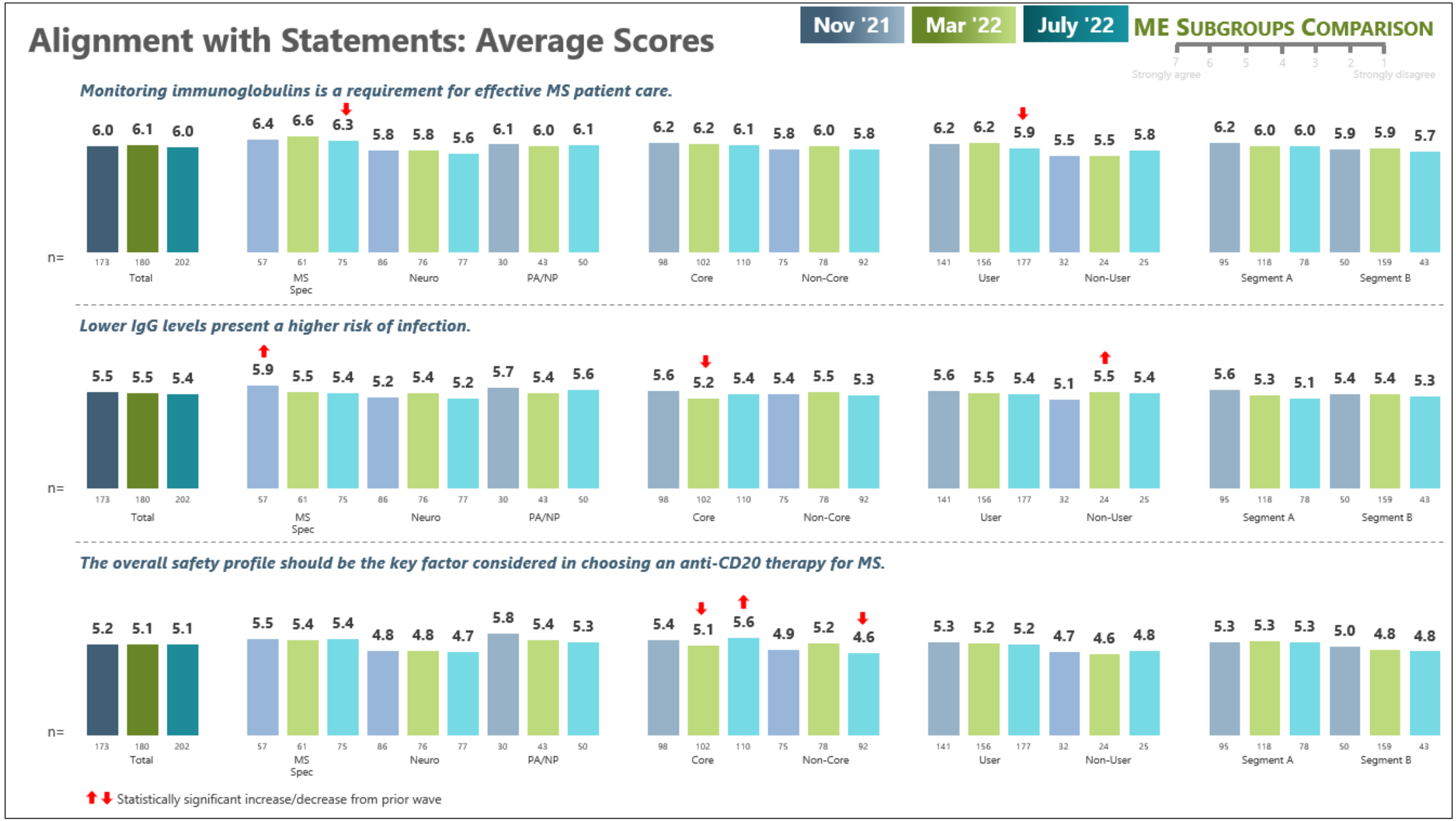
Score ranks in bottom 20% of All Field Medical

Enterprise Case Study Two

Field Medical Communication Tracker

- Online survey of Opinion Leaders
- Assess attitudes, perceptions, and alignment with specific scientific messages
- Field two to four times per year
- 5-10 key subgroups for 30-50 attributes across multiple waves
- More than 2,000 data points to be charted

Enterprise Case Study Two



Enterprise has enabled our small team to meet our clients' needs for high-volume deliverables and to grow our business by offering efficient, flexible reporting options.

ABOUT US

- Acknowledged MR industry leader in Data Visualization, Online Dashboards and Automated Reporting solutions
- Winner of numerous MRS/ASC awards and HM The Queen's Award for Enterprise
- 24 hour Global support

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AUTOMATED CHARTING & REPORTING

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Data in sight

- **Macros** : good but inflexible, charts may not be editable
- **Online reporting** : typically just 'rendering analyses as simple charts'
- **Designed for MR** : Now you're talking! SO much more detail is possible than just settling for "*auto-charted*"

FLEXIBLE PARADIGM FOR OPTIMAL AUTOMATION

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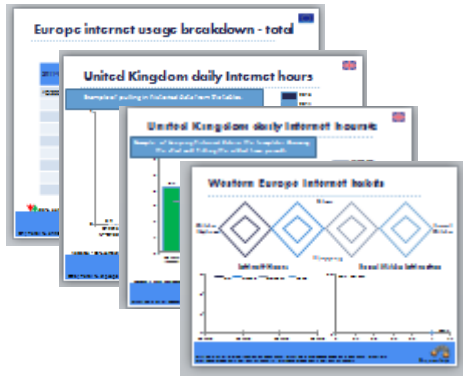
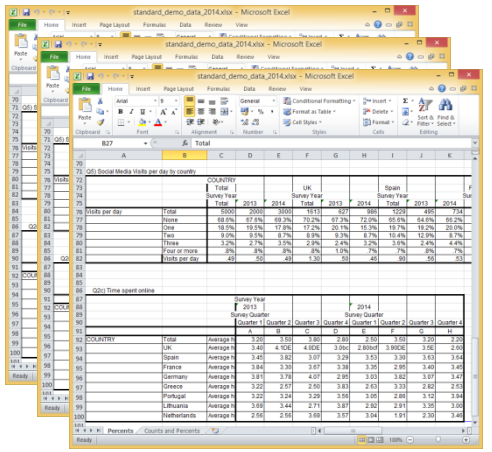
Data in sight



Google Slides

Google Sheets

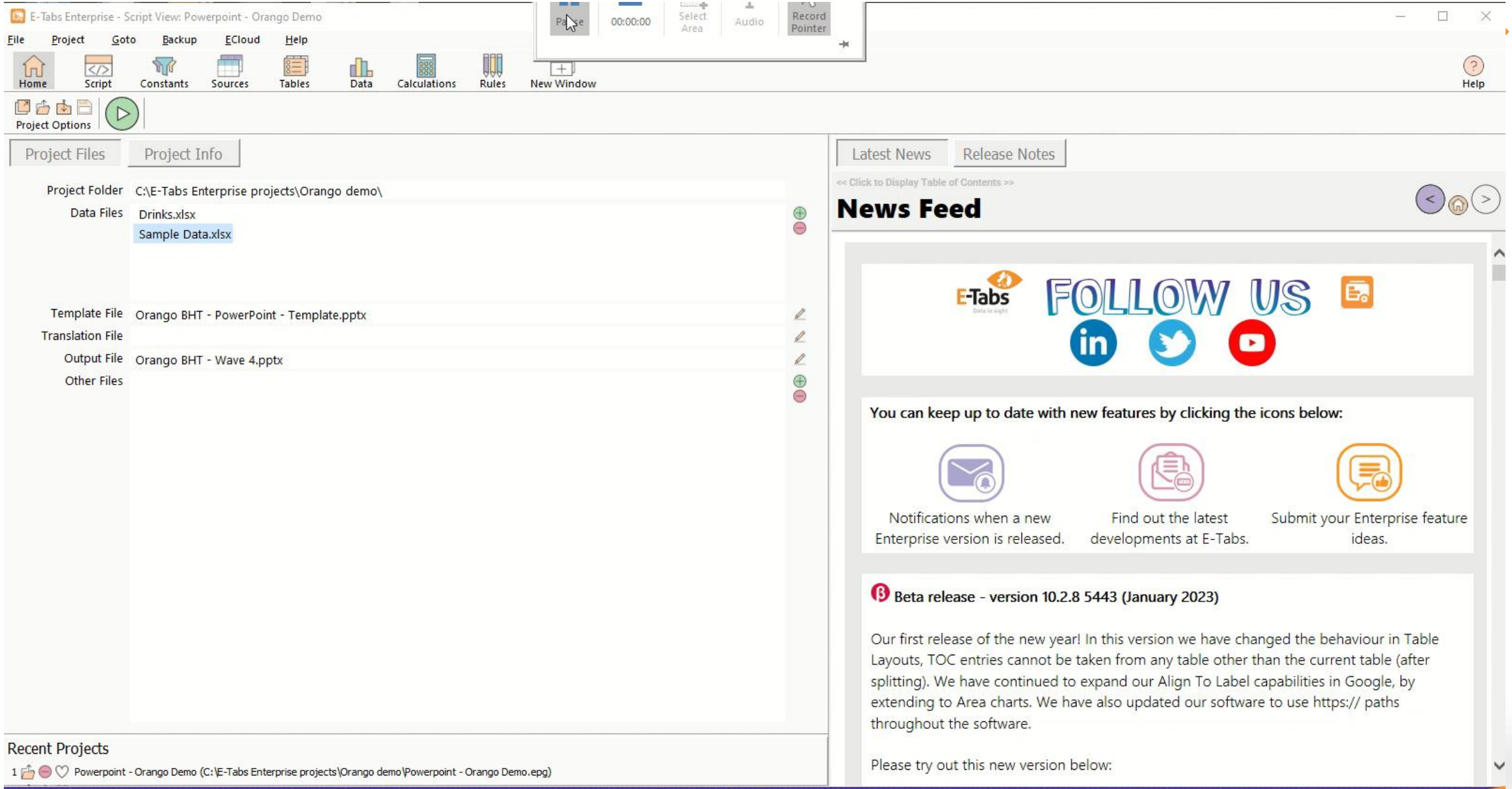
Data pulled into your own existing template



Google Sheets

Power BI

+ableau


E-Tabs Enterprise - Script View: Powerpoint - Orango Demo
File
Project
Goto
Backup
ECloud
Help
Home
Script
Constants
Sources
Tables
Data
Calculations
Rules
New Window
Project Options
Project Files
Project Info
Project Folder
C:\E-Tabs Enterprise projects\Orango demo\
Data Files
Drinks.xlsx
Sample Data.xlsx
Template File
Orango BHT - PowerPoint - Template.pptx
Translation File
Output File
Orango BHT - Wave 4.pptx
Other Files
Recent Projects
1 Powerpoint - Orango Demo (C:\E-Tabs Enterprise projects\Orango demo\Powerpoint - Orango Demo.epg)
Latest News
Release Notes
<< Click to Display Table of Contents >>
News Feed
FOLLOW US
You can keep up to date with new features by clicking the icons below:
Notifications when a new Enterprise version is released.
Find out the latest developments at E-Tabs.
Submit your Enterprise feature ideas.
Beta release - version 10.2.8 5443 (January 2023)
Our first release of the new year! In this version we have changed the behaviour in Table Layouts, TOC entries cannot be taken from any table other than the current table (after splitting). We have continued to expand our Align To Label capabilities in Google, by extending to Area charts. We have also updated our software to use https:// paths throughout the software.
Please try out this new version below:
Version 10.1.149.5414

Output options

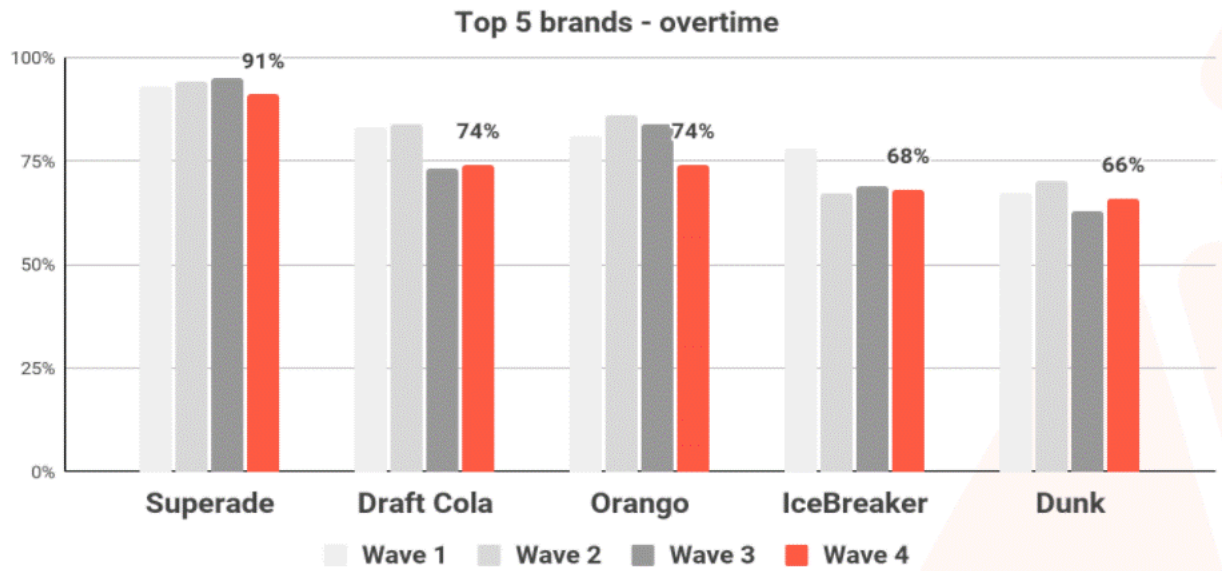
Office

Google

Orango BHT - Google Slides - Te
Orango BHT - Wave 4.gsl - Goog
docs.google.com/presentation/d/1VGsQqwOCvrCaw3_Rvfup8FxWW5EvVWkoSDI3T064SBM/edit#slide=id.gbafc0d1c9b_2_0
Orango BHT - Wave 4.gsl
File Edit View Insert Format Slide Arrange Tools Add-ons Help Last edit was seconds ago
Present
Share
Background Layout Theme Transition

Awareness of Orango drink overtime

You can see that Orango **decreased by 10%** between Wave 3 and 4.



Rank	Brand	Rank Change
1	Superade	=
2	Draft Cola	1▲
2	Orango	=
4	IceBreaker	=
5	Dunk	3▲
6	Blue Cow	1▲
7	Nice!	2▲
8	NRGize	3▼
9	Blush	3▼

Orango BHT - Google Slides - Te
Orango BHT - Wave 4.gsl - Goog
docs.google.com/presentation/d/1VGsQqwOCvrCaw3_Rvfup8FxWW5EvVWkoSDI3T064SBM/edit#slide=id.gbe672cb41f_0_0
Orango BHT - Wave 4.gsl
File Edit View Insert Format Slide Arrange Tools Add-ons Help Last edit was seconds ago
Present
Share
Background Layout Theme Transition

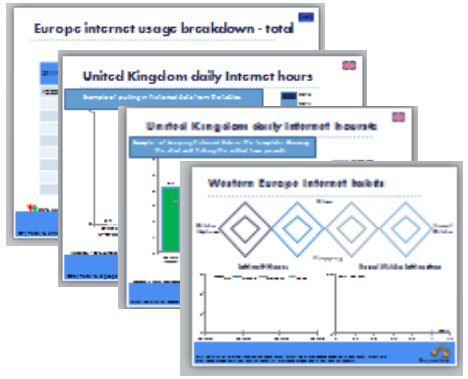
Consideration of soft drinks

Orango

Answered: Yes	Total								
Orango	43%	41%	47%	45%	45%	41%	51%	40%	38%
Superade	51%	67%	30%	54%	57%	65%	42%	30%	30%
DUNK	37%	33%	35%	34%	44%	35%	50%	46%	43%
Blue Cow	32%	33%	30%	31%	35%	34%	21%	28%	35%
NRgize	28%	36%	13%	36%	32%	40%	13%	16%	10%
Icebreaker	22%	22%	21%	23%	20%	26%	21%	19%	18%

Differences to Total: Over 3% | Between 3% and 0% | The same | Between 0% and -3% | Under -3%

Charts from heaven!



E-TABS
ENTERPRISE CLOUD

CUSTOMER FEEDBACK REPORT

Store: Store F / Gender: Male / Age: 35-44 / Loyalty Card Holder: All

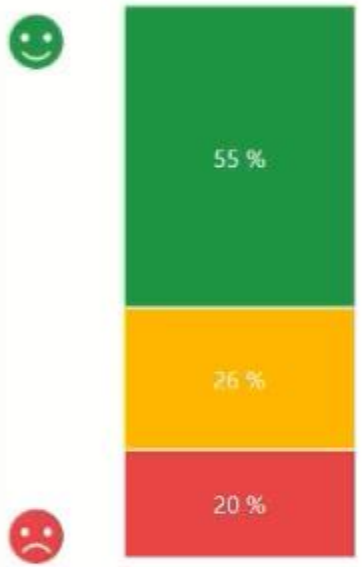
Store:
All | Store A | Store B | Store C | Store D | Store E | Store F | Store G | Store H | Store I | Store J | Store K | Store L | Store M | Store N | Store O | Store P | Store Q | Store R | Store S | Store T | Store U

Gender:
All | Male | Female

Age:
All | 18-24 | 25-34 | 35-44 | 45-54 | 55+

LOYALTY CARD HOLDER:
All | Yes | No

OVERALL CUSTOMER SATISFACTION



NET PROMOTER SCORE

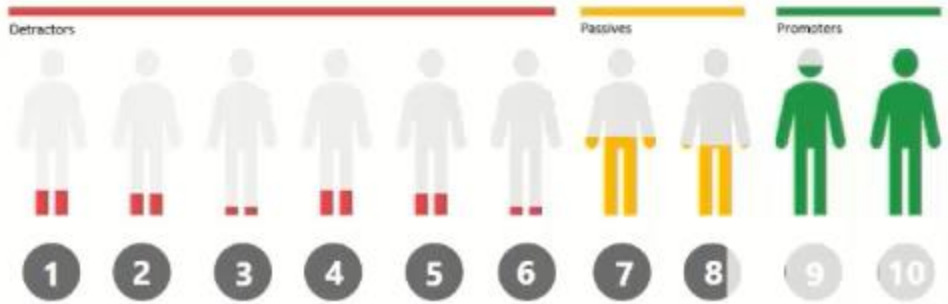
TOP STORES BY AUDIENCE

Store F	7.75
Store B	7.50
Store J	7.48
Store A	6.07
Store K	5.76

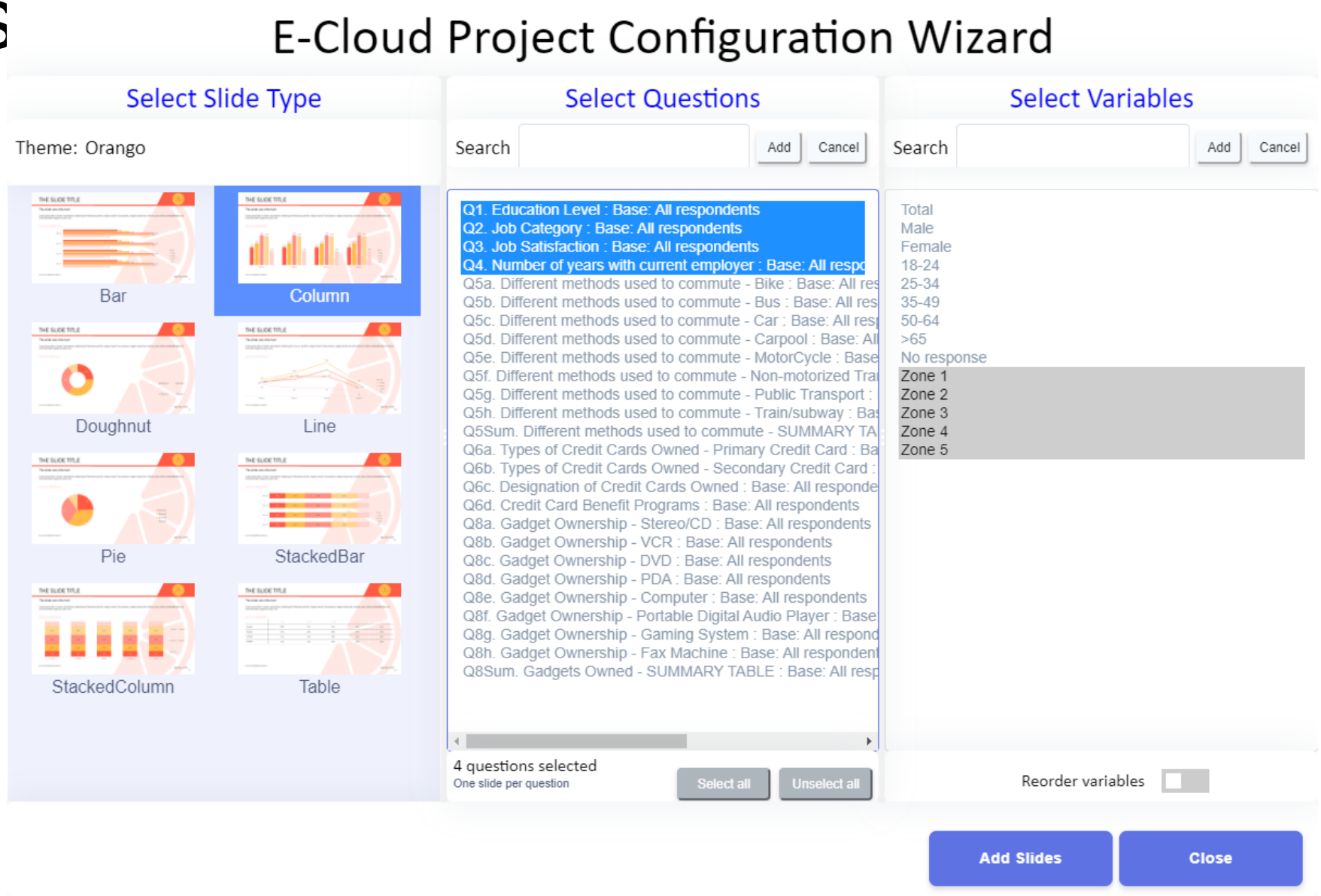
WORST STORES BY AUDIENCE

Store O	5.00
Store H	6.40
Store U	7.08
Store I	7.38
Store R	7.86

OVERALL SATISFACTION RATING



Same engine, generating ad-hoc chart decks



Same engine, generating ad-hoc chart

SLIDE TITLE

Sub Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Q1. Education Level : Base: All respondents

Base Total: n=80

1

THE STRATEGIC BENEFITS OF AUTOMATED REPORTING

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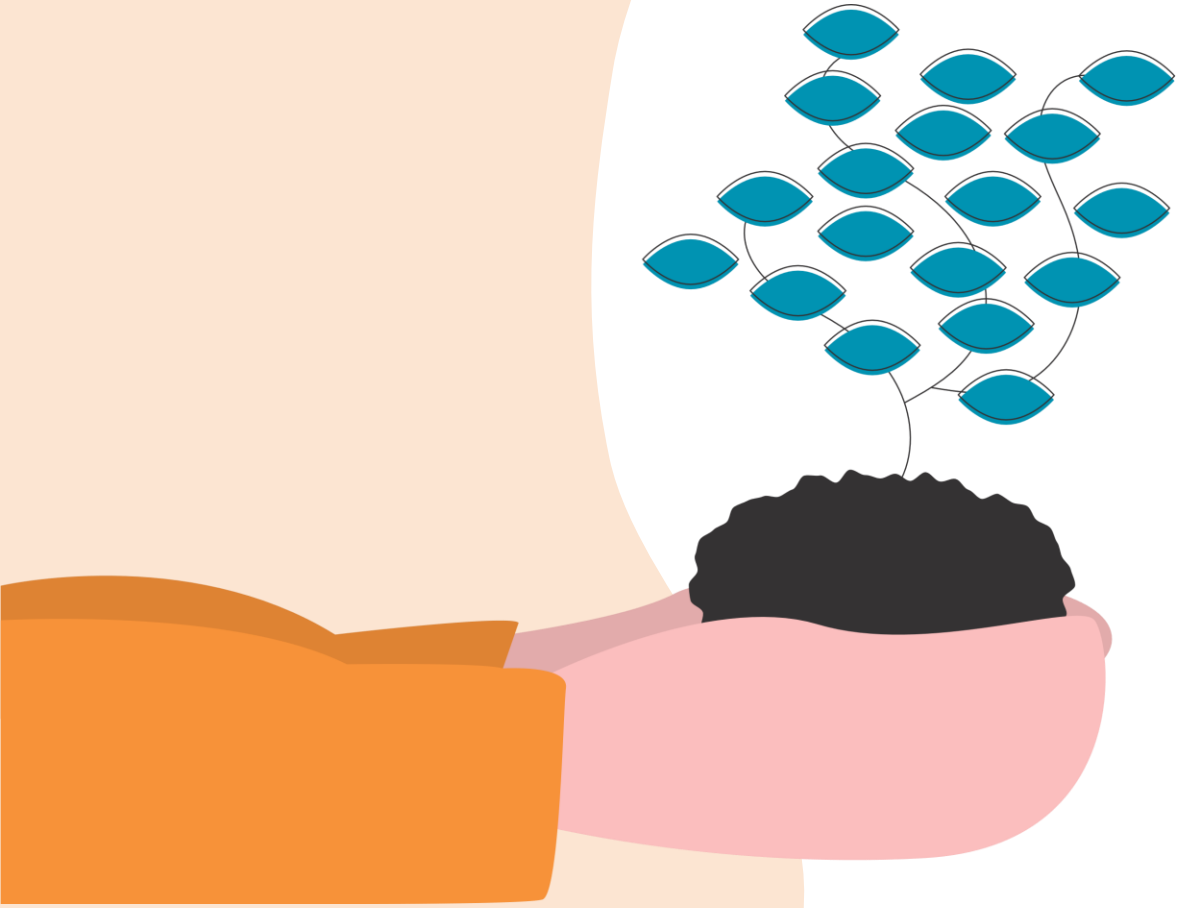
- Decrease cost and effort of reporting, and increase the accuracy
- Use your expertise and time for analysis/insight
- Offer more to your clients and stakeholders
- Deliver on-time despite reduced resources
- Pitch for larger, complex projects
- Increase profit margins



STRATEGY FOR GROWTH

- Creates opportunity for added value
- Creates opportunity for more revenue
- Builds stronger client relationship
- Increased employee satisfaction

THANK YOU !

Any questions?

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shannan@elementmr.com