



GSK accelerates its business with data

GSK Consumer Health turned to aPureBase for its data solutions many years ago because of a need for accurate data, flexible solutions and high-quality service. They were confident that aPureBase would deliver as their new data provider. The collaboration between GSK Consumer Health and aPureBase has now been ongoing for 7 years. GSK has seen significant improvements in segmentation, pre-call planning, productivity, and collaboration after using CRM data, GDPR compliance- and market research solutions from aPureBase.

Company overview

GSK Consumer Health, which is headquartered in UK, is one of the world's leading over-the-counter (OTC) healthcare companies with number one positions in a number of markets, including the US, India and Germany. In 2020 GSK generated £10 billion in global sales.

Accelerated customer segmentation with CRM data

Among others, GSK Consumer Health's portfolio encompasses oral health, pain relief and digestive health. This multinational corporation required new data and data services to support their commercial and compliance organization. Because of evolving business strategy GSK needed data to support new market sizing and opportunity analysis, sales-to-customer alignment, business segmentation and compliance reporting.

Kenneth Wulff (Area Salesforce Effectiveness Manager in the Nordics and Benelux) requested CRM subscription data on pharmacies, Rx specialities on clinic level and dental clinics. For the dental clinics the request was specifically for hygienists and dentists. *"We use subscription data for many different purposes, but the main reason is to have a clean database with accurate and ongoing updates. The data is primarily used by sales reps, and we have seen great sales results since the sales reps can meet the right customers at the right time by having the right data,"* he explains.

Besides this, GSK Consumer Health also uses the subscription data for internal analysis to know more about specific markets. When it suddenly became a priority to have data on hygienists in Sweden, aPureBase adapted to GSK's wishes by building the Swedish hygienist universe along with changing their validation level priority from 3 to 1 to get more data granularity.

"It is very cool that aPureBase is flexible and agile in terms of expanding and building to our ever-changing needs. No matter what you do with aPureBase, it's flexible. That's what I like. It doesn't take long to make some decisions and it goes fast," Kenneth explains.



GDPR transparency and compliance reporting

The GDPR has been a big challenge for many pharma companies, so when GSK faced the task of implementing GDPR strategies, aPureBase played a big role in helping them overcome their challenges and ensure a good compliance level according to different market needs.

A process was put in place, together with GSK's legal department, to look at the interactions in the database which resulted in a privacy notice set up. Every time a new HCP (healthcare professional) is created in the Benelux database, a GDPR letter is sent out. And whenever there has been contact for the first time with a HCP in the Nordics, a privacy notice letter is sent out.

"The good relationship I have with aPureBase plays a big role in the GDPR challenges we faced. It is an ongoing interaction between me and my Client Director from aPureBase in which I find who is going to receive letters every three weeks, and then aPureBase is sending a privacy notice to them," Kenneth explains. *"I know aPureBase is very educated in the GDPR rules and we often get good advice regarding compliancy, so we have been very grateful for a really good collaboration".*

More data creates greater data granularity

A market research project on Nordic dental clinics was initiated in 2019 for segmentation purposes to get specific information from the clinics. aPureBase collected data for GSK and among other things examined numbers of chairs to find out how big the clinics were and how many hygienists worked at the clinics to analyze the potential of each clinic. *“aPureBase collected more data fields on our dental universe in the Nordics in order for us to analyze how many resources we needed to support the segmentation we had made,”* Kenneth says.

Because of Kenneth’s longstanding good relationship with aPureBase in the Nordics and his help for his colleagues in Benelux to build their database, GSK shortly after promoted Kenneth to also be responsible for GSK’s Benelux division. GSK in Benelux used to use data from another data provider until Kenneth took over and chose data from aPureBase. Kenneth expressed that, *“it is easier for us to handle data internally if it comes from the same database. Also, I was not happy with the service I received from our previous data provider. While aPureBase is very flexible, the service is impeccable and nothing is impossible”*.

The quality, service and price of the products are very well connected, as the quality of the data is top notch!

- Kenneth Wulff, Area Salesforce Effectiveness Manager, Nordics and Benelux

Communication and flexibility are preferred

As a long-term customer, Kenneth is happy and satisfied to use aPureBase as GSK Consumer Health’s preferred data provider. *“There is always good and transparent communication when I work with aPureBase and I feel confident that I get what I ask for. At the same time, I also have a good relationship with the people I work with and if we find something that needs to be changed, aPureBase moves fast”*.

Compared to other data providers in the market Kenneth Wulff had this to say about aPureBase: *“When you come into aPureBase’s office, it is like coming to a family gathering. The culture is just completely different from other data providers. It’s easier to work together in a relaxed atmosphere and the relationship between those you contact and meet in aPureBase is different from what I have met so far. For me, I just think I’m lucky to have a supplier where I just feel relaxed”*.