

Dashboard Template



The following slides contain some ideas for metrics you may want to consider. The criteria used are typical for Pharma companies but many can be adapted to other sectors. The list is not supposed to be comprehensive and metrics should be selected according to business strategy and focus

Executive Summary

Metric	Red/Amber/Green	Comment
Aim for one slide to summarise the dashboard	Red	
There should be one comment for each 'area' of the business unit. For example, an area might be a product group, product, function	Amber	
Choose metrics that are so important that they will force you to take action if they are off track	Green	
Using traffic lights will make it easier to see where the areas of focus should be.	Amber	

In market sales
versus target

Ex-factory sales
versus target

By priority
accounts
versus target

Sales split:
Hospital: Retail

National sales
versus key account

Market Share

Sales

Average daily sales
- In market
- Ex-factory

Sales by
formulation

Sales versus
analogues

Sales split by outlet
e.g. pharmacy, hospital,
dispensing practice



Product price
versus target

Profit versus target

Profit

Department budgets
Versus target

Cost of Goods
Versus target



Design Drive Data

Number of submissions versus target

Formulary status versus target
e.g. All hospital depts

Number of formulary champions versus target

Formulary reviews Versus target

Market Access

HTA/guideline inclusion versus target

Impact on Government policy

Access to secondary/primary care Versus target



% activity within
Key accounts
versus target

Sales versus target
By geography

Key Accounts

Plan implementation
Versus target

Coverage of
targets
versus target



% face to face
versus meeting contacts

Coverage
versus target

Frequency
versus target

Diarised future
activity

Customers

Coverage of
Targets versus plan

Split of activity
between targets
and non-targets



Sales from
New/switch/repeat

Breadth of usage
by customer type
or target group
versus plan

Number of
Patients
versus plan

Prescribing Dynamics

Average daily dose
versus plan

Number of
Prescribers
versus plan

Days of treatment
versus plan



Data production
& publication

Coverage
of targets
versus target

Website:

- Up-dates
- Registrations
- Modules

Marketing Programmes

Congress
activity

Sales force
Training results

Patient
engagement

Publications
versus plan

E-detail/mail shot
delivery & response

PR activity: Customer &
message coverage
Versus target



Pharmacovigilance
delivery

Data production
& publication

Trials – initiation
& completion

Medical

Advisory
boards

Congress
symposia

Publications

Medical education
delivery

Medical information
responses



Design Drive Data

Social media
feedback

Share of voice

Brand Health

'Thought leader'
metric

Key message
recall

Call usefulness

Source of business
To confirm positioning

