

The importance of **data** in optimizing life sciences revenue



In the business-critical function of revenue management, life sciences executives agree: **Data is the new currency.**



of executives view **benchmarking data as an important element** in their revenue management processes and decision-making.

of executives use **data to back many or all their decisions.**

But ongoing challenges with data remain.



50%

of organizations struggle with the **accuracy of customer and membership data.**



40%

of executives **don't fully trust the data** used for revenue management decision-making.



20%

of executives are concerned with **data completeness and siloed data.**

So, what steps are they taking to better leverage data in their revenue optimization programs?



of companies are turning to **advanced analytics** to enable revenue management.

of companies have established either a formal or informal deal and revenue optimization **analytics center of excellence.**

Learn more about the opportunities and challenges facing life sciences companies in 2024.

Download the 2024 State of Revenue Report today at modeln.com/state-of-revenue-2024