

# Preventing Prescription Declines In Disrupted Field Accounts

## THE BUSINESS OPPORTUNITY:

### Prescriptions Drop Dramatically in Accounts Experiencing Unexpected Field Coverage Vacancy

A leading biopharmaceutical company was experiencing substantial declines in total prescription rates due to territory vacancy. Analysis revealed prescription declines ranging from 9% to 23% in the disrupted or vacant territories were significantly impacting national quota attainment. To mitigate declines, the company abbreviated training and the onboarding processes to quickly fill vacancies and resume field coverage in the disrupted accounts - effectively shortening the time to renew field. Despite the company's efforts, prescription rate decreases reversed only slightly. The company needed a faster response to gaps in coverage in the vacant territories.

## THE WEST REVENUE GENERATION SOLUTION:

### Customize Inside Sales Coverage to Target Accounts in Disrupted Territories without Delay

By leveraging the speed and reach of West's dedicated team of inside sales representatives West effectively absorbed the additional accounts and seamlessly overlaid comprehensive inside sales penetration into the disrupted territories without delay or gaps in coverage. Through integration of West's segmentation analysis, heat maps were created to identify the right time and right of day to successfully contact and sell prescribers. West's ability to quickly deploy the targeted call coverage plan and sales enablers within a customized, integrated telephony-CRM solution enabled the inside sales team to begin effectively contesting the prescription rate declines.

## THE RESULTS:

### Inside Sales Coverage Prevented Prescription Declines in the Disrupted Accounts

With West's tailored sales tools and processes in place the biopharmaceutical company's declining accounts were immediately sustained and returned to positive growth, successfully mitigating disruption. The disrupted accounts receiving inside sales coverage prescribed 16% more than those not covered or called by West during the disrupted period.

#### Analytic Observations & Implications

1. Prescribers covered by West's inside sales team during disruption prescribed 16% more than those not covered by inside sales treatment.
2. There is a strong positive correlation of the number of weeks of disruption to prescription rate decreases – accounts with more weeks of disruption suffered greater decreases. Therefore, immediate and sustained coverage was critical to success.
3. A statistically significant causal dynamic exists between field disruption and depressed prescription rates which does not occur or exist in accounts receiving West inside sales coverage during disruption.

<http://www.west.com/revenuegeneration/who/healthcare.asp>



For more information, call **800-841-9000**