

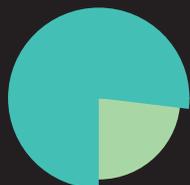
Pharmaceutical Companies:

CONNECTING & COMMUNICATING WITH WHAT DOCTORS WANT

80% of physicians want more credentialed healthcare professionals working with their practices.



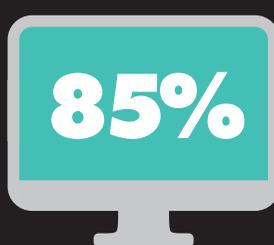
78% of physicians would like to see greater detail in the level of information provided to them from field representatives.



7 out of 10 physicians want significantly more use of eMail to cover topics of interest such as disease state, practice issues, etc.



85% of physicians want more availability of digital communication such as eDetailing and eSampling.

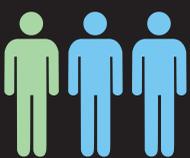


58% of physicians prefer teleSampling, inside sales representatives offering samples via the phone versus the field representative delivering in person.

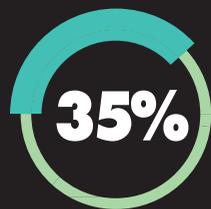


60 seconds
On average a field sales representative has less than 60 seconds to impress a busy physician.

1/3 of physicians have some type of “no-see” restrictions on drug rep access.



Consequently, pharmaceutical companies have slashed their field sales rep force by about **35%**. Causing pharmaceutical companies to drive leaner, smarter and reorganized sales forces that focus on high-prescribing physicians and key influencers, limiting their geographic scope.



Larger gaps in coverage among non-metro geographies (accounts 50 miles away from the hub of field representatives) have emerged as a result of the reduction in field sales.

The average cost for one pharmaceutical sales representative for a company with salary/bonus and benefits is upwards of

\$140,000 per year

Making the cost of maintaining a field sales force one of the **LARGEST SPENDS** in sales and marketing for leading healthcare companies, only second to R&D.

CONCLUSION

In an era when Doctors spend more time with patients it is a struggle to find the availability to spend with sales representatives. Complications such as, limited sales time, reduced selling staffs and vacant territory coverage are augmenting the need for pharmaceutical sales forces to rethink their go-to-market strategy to increase efficiency and physician satisfaction.

42% By introducing digital communication such as video conferencing, inside sales representatives are able to increase total prescriptions (TRx) by nearly 42%.



34% Close rates are increased by 34% when a sales representative is able to communicate digitally (via email, phone, and video).



Digital communication proactively establishes correspondence with physicians, places the message in front of the decision maker, and gives the doctor the flexibility they request.

Sources:

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“Pharma scales back drug samples to physician offices” published by American Medical News.

“Drug Sample Acceptance Rate” published by SK&A, 2011.

“Mobility Use Case – Pharmaceutical Industry” Iongrid, 2012.

“Drug Makers Try Cures for Physician ‘Cold Shoulders’” ZS Associates, 2011.

“Center of Analytical Excellence” West Corporation, 2013.