

Unique Off-Hours Hospital Field Sales Force

Case Study #01P-006-HSP

Client:

Top-10 biopharma company

Products:

Broad-spectrum IV antibiotic and fixed-dose combination pain therapy

Objective:

Gain sales and market share by targeting prescribers in high-volume hospital emergency rooms during off-hours

Market Challenges:

- Hospital emergency departments offered large opportunity to drive utilization, in both direct administration *and* dispensing at patient discharge
- Client's existing hospital sales force, however, was unable to cover new targets among emergency room staff during off-hours
- Highly competitive antibiotic class was facing new product launches

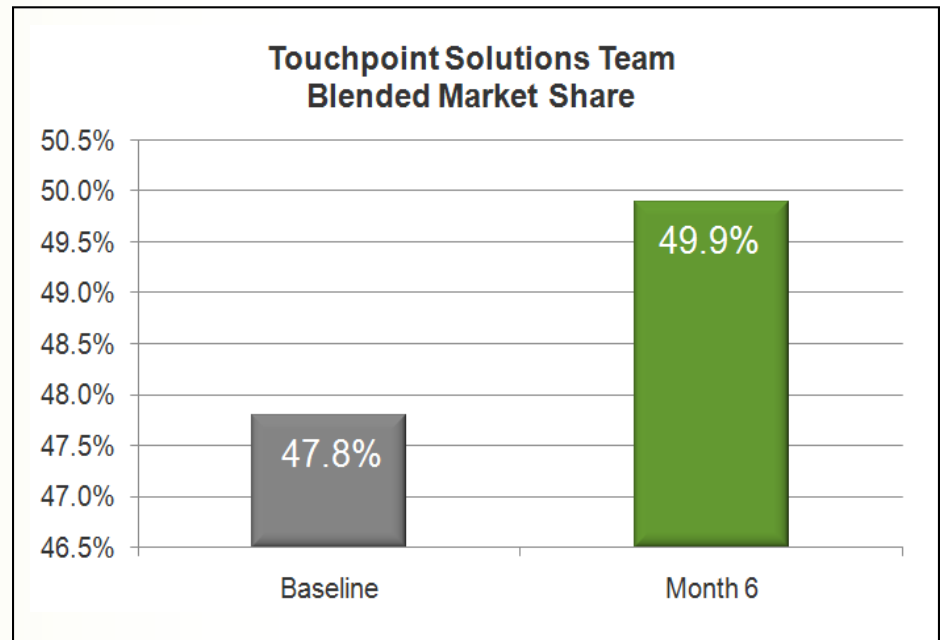
Internal Challenges:

- Client lacked resources and infrastructure flexibility
- Client required a limited-risk option

The Touchpoint Selling Solution:

- Risk mitigated by providing an outsourced off-hours emergency room sales force with a build-to-hire option
- Recruited, hired, trained, and performance-managed hospital emergency room off-hours sales team

Off-Hours Emergency Room Sales Team Gains Significant Market Share



The Touchpoint Selling Solution (continued):

- Defined and executed clear, realistic expectations for project
- Targeted high-volume hospitals, providing critical education on patient identification, treatment motivation, and product differentiation

Sales Results:

- Publicis Touchpoint Solutions off-hours hospital team achieved weighted market share growth of +2.1 points across all 3 of the team's regions during the program vs control group
- Both promoted products exceeded annual forecasted growth

For more information, call Business Development at 866.616.4777 or eMail us at Impact@TouchpointSolutions.com