

Case Study Series

Biotech Field Sales Team Smart Deployment Pilot

Case Study #01P-007-PLT

Client:

Top-tier biotech company

Product:

Biological for treatment of chronic kidney disease (CKD)

Market Challenges:

- Implement *smart deployment* regional pilot to evaluate expansion into primary care physician (PCP) audience in response to competitive PCP initiative
- Change PCP approach to treatment of CKD from late-stage specialty referral to early intervention

Internal Challenges:

- A limited-risk option was required to explore PCP expansion
- Project required no disruption of client's existing specialist sales force

The Touchpoint Selling Solution:

- Risk mitigated by providing an outsourced, CKD specialty, regional sales force pilot with build-to-hire option
- Recruited, hired, trained 50 experienced, high-performance specialty sales representatives in key metropolitan statistical areas (MSAs)
- Flawlessly executed client's *Educate/Motivate/Differentiate* strategy
- Accelerated impact of PCP expansion with *Passport to Success* recognition program
- Educated PCPs in pilot territories on CKD, National Kidney Foundation Guidelines, and screening tools, while gaining commitment for early treatment with client's product

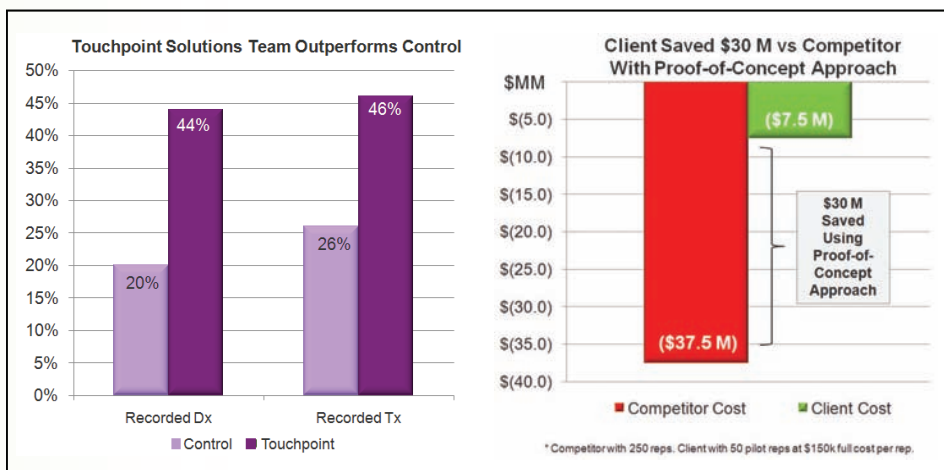
CKD Specialty Sales Force Pilot Provides Proof of Concept in Metro Areas

Sales Results:

- Publicis Touchpoint Solutions' team achieved significant increases in recorded diagnoses and recorded treatment of CKD in targeted PCPs
- Client determined proof of concept for 24 territories in key MSAs
- Client deployed a regionally targeted expansion to PCPs in these MSAs
- Client hired 24 Publicis Touchpoint Solutions' CKD specialty representatives for the metropolitan area PCP initiative

Other Results:

- Annualized cost for client's regional CKD pilot initiative with PCPs of 50 sales representatives was \$7.5 MM
- Annualized cost for competitor's full deployment of 250 sales representatives with PCPs was \$37.5 MM
- Client internalized the commercialization process through on-boarding of Touchpoint Solutions CKD sales specialists and sales managers and is now using the Touchpoint Solutions' *Evaluate-to-Hire™* recruiting model for all new hires
- Client is currently exploring other product commercialization options due to successful commercialization of this product



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