

TeleDetailing Solves Seasonal MD Coverage Gap

Case Study #03P-021-TD

Client:

A leading global biopharma company

Product:

Established seasonal allergy product

Market Challenges:

- Seasonal allergy products require robust in-season promotion to compete
- Marketplace is highly competitive and extremely “cluttered” with high noise level during high season

Internal Challenge:

Client’s field sales force does not have adequate band-width to sufficiently cover key high-potential targets during allergy season

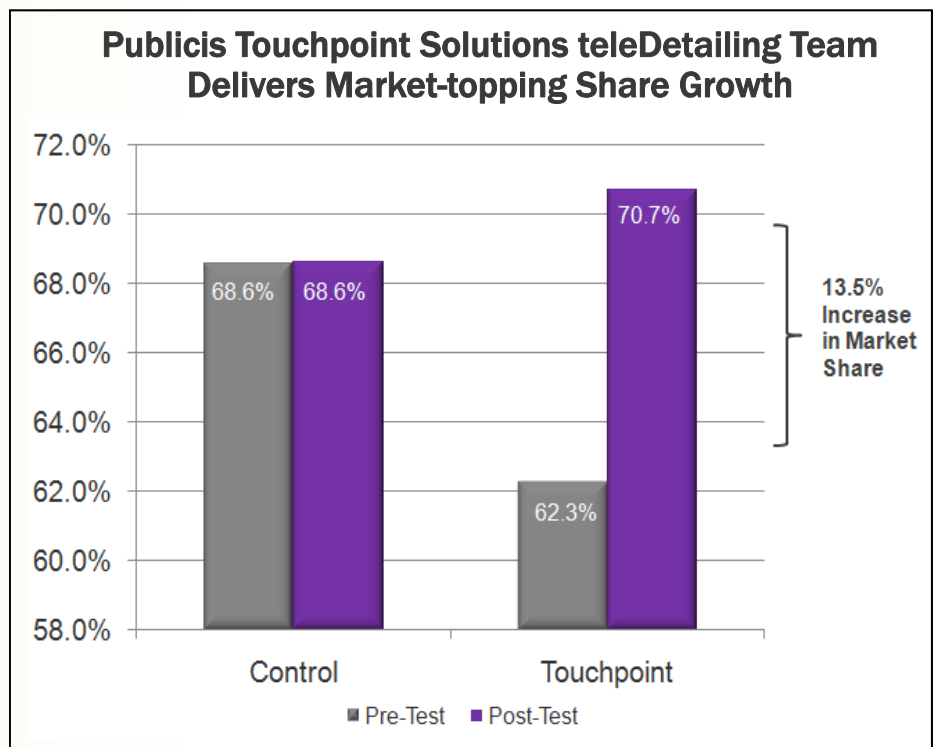
Objectives:

- **Primary:** Maintain Total Rx share with 8,000 high-potential targets in season
- **Secondary:** Grow Total Rx share in test group to match Total Rx share of a control group of called-on targets

The Touchpoint Selling Solution:

- Publicis Touchpoint Solutions implemented a highly-trained teleDetailing team
- A seasonal pulsing strategy was employed to reach target physicians with heavy frequency during the critical allergy season
- Outbound product messaging in combination with teleSampling was conducted with target physicians during peak allergy season

Touchpoint Solutions Team Achieves 13.5% Growth vs 0% Growth in Control



Sales Results:

- Publicis Touchpoint Solutions teleDetailing team exceeded expectations by achieving secondary objective of increasing market share (vs simply maintaining share during peak season)
- Publicis Touchpoint Solutions team’s TRx market share with targeted physicians increased by 13.5% (70.7% vs 62.3%; absolute change 8.4%)
- In contrast, Control Group’s 12-month TRx share of field sales targets was unchanged (68.6% vs. 68.6%) during same period

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