

# TeleDetailing Achieves Pharmacist Education Goal

Case Study #03P-022-TD

## Client:

Leading global pharma company

## Product:

New formulation of an established CNS product

## Challenge:

A newly-released formulation of this CNS product for depression necessitated rapid communication with retail pharmacists nationwide within a very short time frame.

## Objectives:

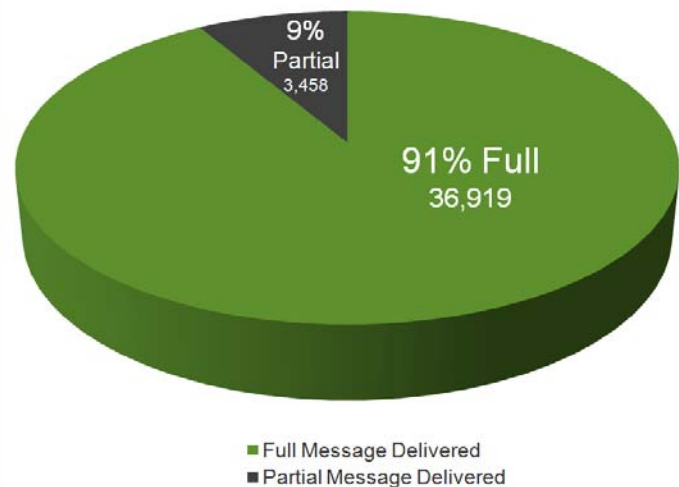
- Communicate message regarding new formulation of CNS product to over 40,000 pharmacists
- Complete project within aggressive 52-day time frame

## The Touchpoint Selling Solution:

- Publicis Touchpoint Solutions rapidly deployed 48 trained teleDetailers (inside sales representatives)
- Touchpoint Solutions strategy for meeting aggressive timeline included:
  - Set objective of reaching multiple target pharmacists with each phone call
  - Added off-hours teleDetailers to project working evenings and weekends
- Outbound calls were made to the client's pharmacist database
- Pharmacists who had questions or adverse event issues were "warm transferred" to appropriate client staff
- All contacted pharmacists were sent a follow-up letter and PI within 48 hours of the teleDetail

## Touchpoint Solutions Team Reaches Over 40,000 Pharmacists in 46 Days

### Message Delivery Completion Rates (n=40,377)



## Results:

Publicis Touchpoint Solutions team surpassed expectations by successfully completing project in 46 days (6 days ahead of schedule):

- Pharmacists successfully contacted and sent follow-up materials: 40,377
- Communicated entire message to: 91%
- Average call length: 5.01 minutes
- Calls with multiple contacts: 56% (speeding completion of project)

## Client Testimonial:

*"I was impressed with the professionalism of the teleDetailers that Publicis Touchpoint Solutions employed. Our project was very challenging in that it had to be completed within a narrow time frame. Touchpoint increased staff to meet our objectives and completed the project ahead of schedule."*

— Brand Manager, CNS Product

For more information, call Business Development at 866.616.4777 or eMail us at [Impact@TouchpointSolutions.com](mailto:Impact@TouchpointSolutions.com)