



Pharma

VOICE

Celebrating INNOVATION

in the Life-Sciences Industry

Publicis Touchpoint Provides Options for Smaller Companies

Historically, most biopharmaceutical manufacturers that used an outsourced provider to manage their field-based teams chose to bundle both the personnel functions and the commercial effectiveness functions into one outsourcing project. But smaller or emerging companies, while not prepared for an in-house salesforce, may still want some ownership of the sales team.

Publicis Touchpoint Solution's Commercial Effectiveness as a Service (CEaaS) is an alternative to traditional all-or-nothing field-force outsourcing. With CEaaS, clients that choose to maintain "ownership" of their field teams (hiring, training, managing) can outsource the technology-intensive commercial effectiveness functions, including targeting/alignment, SFA/CRM, fleet management, sample management, data integration/warehousing, reporting, expense tracking, and sales/incentive compensation.

CEaaS can improve the well-being of field representatives by providing cutting-edge tools that reduce downtime and increase both efficiency and time with customers. Finally, and most importantly, it can extend and improve the lives of patients by helping clients be more effective and efficient in presenting their life-saving products to key health-care stakeholders. 