

Launch of Novel CNS Drug in Primary Care With Field Sales Force

Case Study #01P-005-LCH

Client:

Top-20 biopharma company

Product:

New class of prescription insomnia medication with the first novel mechanism of action (MOA) to be developed in 35 years

Objectives:

- Exceed launch sales objectives
- Provide client with market intelligence on market response, product positioning, and sales strategy
- Develop national and regional key opinion leaders (KOLs)

Market Challenges:

- Launch to primary care physicians (PCPs) in a crowded prescription insomnia marketplace
- Educate physicians regarding a novel and unfamiliar MOA

Internal Challenges:

- Deliver mission-critical results with this unprecedented product opportunity
- Succeed despite undersized sales force

The Touchpoint Selling Solution:

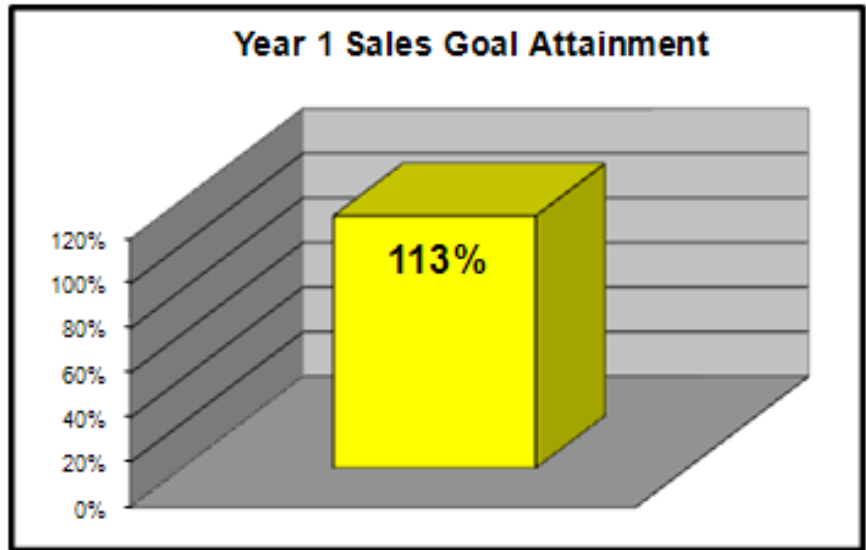
- Recruited, hired, and trained 500+ person Publicis Touchpoint Solutions field sales and management team
- Integrated Publicis Touchpoint Solutions team with existing client team for optimal cooperation and success
- Developed KOLs and a geographically distributed speaker network

Touchpoint Solutions Field Sales Team of 500+ Achieves 113% Sales Goal & #1 Rank

Sales Results:

Publicis Touchpoint Solutions field sales team exceeded all performance-based goals and objectives. The team:

- Achieved 113.8% of sales goal attainment in Year 1
- Was ranked #1 by *Sales Force Effectiveness Monitor* in Sleep class



Brand/Manufacture	Highly Relevant	Intent to Change Rx'ing	Effective Outcome	Effective Outcome Rank
Company 1 (Publicis Team)	27%	49%	61%	1
Company 2	23%	47%	60%	2
Company 3	30%	33%	56%	3
Class (Sleep, Primary Care)	28%	40%	57%	

Source: Health Strategies Group, Pharma SFE, Spring 2006 SFE Monitor.

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