

Live Video Detailers and Healthcare-credentialed Reps Augment Client Sales Force

Case Study #03P-016-LV

Client:

Top-10 pharma company

Products:

Seven unique branded pharma products

Target Audience:

- 140,000 total physicians, 5 specialties
- Called-on and non-called-on MDs

Objectives:

Augment client's field sales team to reach no-see, hard-to-see, and remote MDs via:

- Inbound requests for on-demand Live Video Details
- Outbound teleDetailing via Inside Healthcare-credentialed Representatives (licensed HCPs such as PharmDs, RPhs, RNs, MDs, etc)

The Touchpoint Selling Solution:

Established two unique teams:

Inside Healthcare-credentialed tele-

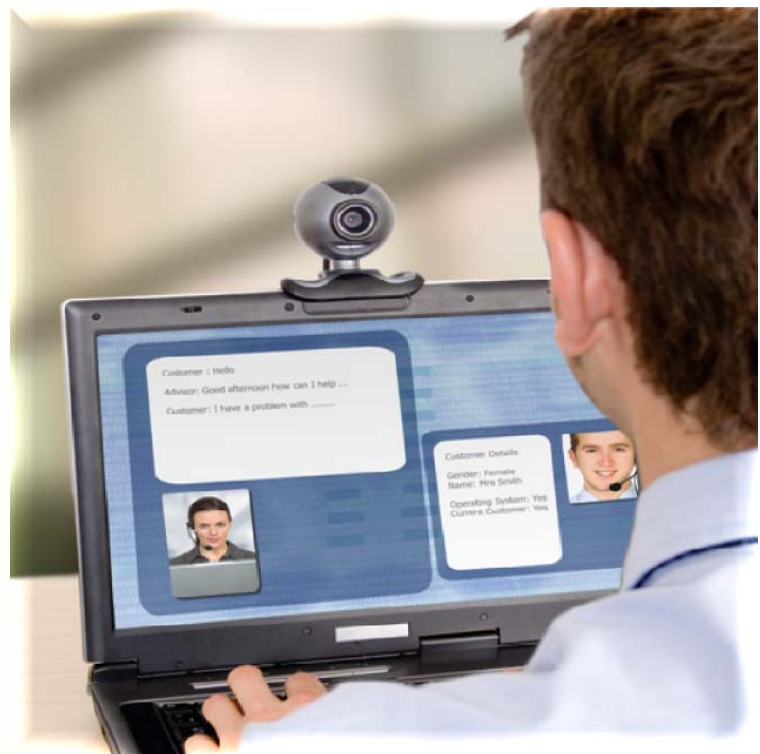
Detailer Team: Inside Healthcare-credentialed Representatives supported 3 brands to a single specialty; Healthcare-credentialed Representatives were aligned directly with client team (1 RM, 2-4 DMs, 20-40 reps) to provide outbound support to no-see, hard-to-see, and remote MDs

Live Video Detailers: Live Video Detailer team supported 4 brands to 4 specialty groups, responding to website-initiated inbound requests for on-demand, live video details; all call activity was entered into client's SFA tool; Touchpoint Solutions worked closely with client on program objectives, action items, deliverables, responsibilities, and timelines for program success

Supportive Tactics:

eMail, fax, direct mail, sample request BRCs, direct-to-practitioner sample fulfillment, collateral material fulfillment

Touchpoint Solutions Achieves 12-Minute Average Length for Live Video Details



Results:

Client established rigorous evaluation criteria for their proprietary use (a) Touchpoint Solutions (study group) vs. Control group, (b) NRx and TRx data were analyzed to assess prescribing impact, and (c) Independent surveys were conducted to capture qualitative MD feedback

- Inbound, **live video details averaged 12 minutes in length**
- Outbound **phone details averaged 1.5-2.0 minutes with MDs**
- Based on client's proprietary results data for this initiative, client has expanded this initiative several times and is now entering a third contract term

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