

## Case Study Series

# Live Video Detailers and TeleDetailers Reach No-See, Hard-to-See, and Remote MDs

Case Study #03P-017-LV

### Client:

Top-10 biopharma company

### Products:

Three distinct branded products

### Target Audience:

- 210,000 total physicians
- Five physician specialties
- Called-on and noncalled-on MDs

### Objectives:

- Augment client's field sales representative coverage using outbound phone and support tactics to reach no-see, hard-to-see, and remote MDs
- Respond to inbound requests for live, on-demand, video details

### The Touchpoint Selling Solution:

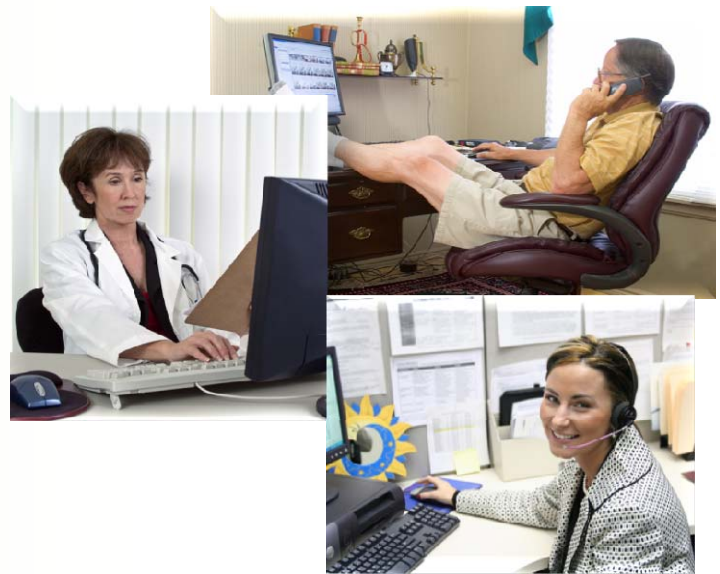
Established two unique teams:

**Team A—Outbound:** Experienced inside sales representatives (teleDetailers) supported one specialty brand to PCPs and two groups of specialists; each inside sales rep was aligned directly with client field sales (1 RM, 1-2 DMs, 10-20 reps) to provide outbound support via phone to no-see, hard-to-see, remote MDs

**Team B—Inbound:** Experienced live video detailers worked autonomously to support three brands to PCPs and three groups of specialists by responding to website-initiated inbound requests for on-demand, live video details; all call activity was entered into client's SFA system for alignment with client field reps

Touchpoint Solutions worked closely with client on program objectives, action items, deliverables, responsibilities, and timelines for program success

## Touchpoint Solutions Live Video Detailers Achieve 10-Minute Average Details



### Supportive Tactics:

Supportive tactics for live video details included e-Mail, fax, direct mail, BRC sample request forms, direct-to-practitioner sample fulfillment, and collateral material fulfillment

### Robust Evaluation:

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, (c) Independent surveys were conducted to capture qualitative MD feedback

### Results—Extension and Expansion:

- Inbound, live video-details averaged 10 minutes in length
- Outbound teleDetails averaged 1.5-2.0 minutes with MDs
- Based on client's proprietary results data for the initial project, client:
  - Added a fourth specialty product to the project
  - Extended the project through 2010
  - Additional products are being added to the project (early 2010)

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