

# Complicated Hospital Product Required Nontraditional Approach

Case Study #03P-019-HC

**Client:**

A leading global pharma company

**Product:**

Injectable antibiotic

**Target Audience:**

Hospital – pharmacy, infectious disease, microbiology, surgery, ICU, and ER departments

**Challenges:**

- **Message:** Complicated product required high-level clinical discussion
- **Sales force:** No field sales force coverage existed in 800 target hospitals
- **Competition:** Competitor held majority share due to a cost advantage
- **Targets:** Hard-to-navigate hospital departments
- **History:** Low customer confidence due to prior supply issues and lack of product support

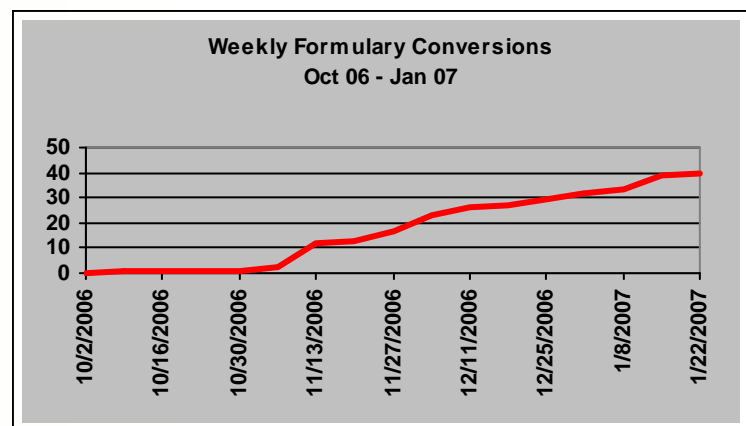
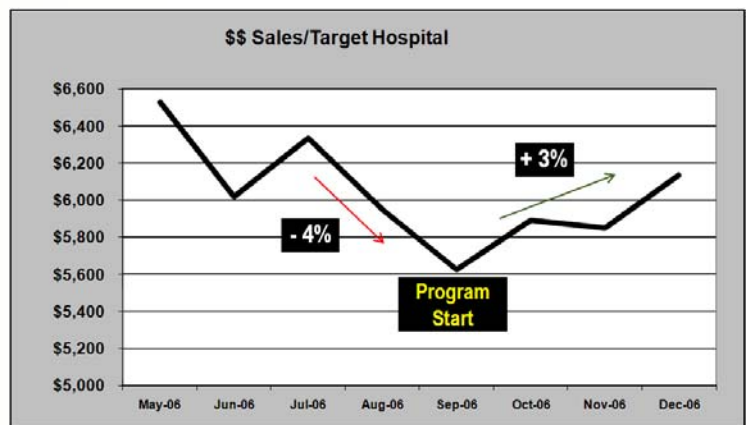
**The Touchpoint Selling Solution:**

Touchpoint Solutions deployed an Inside Healthcare-credentialed Representative team (licensed HCPs such as PharmDs, RPhs, RNs, MDs, etc), all with extensive clinical and hospital experience, to identify and communicate high-science messages to key decision makers

**Results:**

- **Sales growth:** Reversed from -4% prior to Touchpoint Solutions Inside Healthcare-credentialed Reps to +3% after
- **Formulary victories:** Within 3 months, 40 hospitals placed the product on formulary and 47 hospitals began to stock the product

## Inside Healthcare-credentialed Rep Team Reverses Declining Hospital Trend



**Expansion:**

- **Wave II:** Based on Wave I success, Wave II initiated
- **Expanded Sales Force:** Success from this program allowed client to expand the field sales force to cover 500 of the high priority hospitals (out of 800 hospitals in the original target group)

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