

Product Review Reprint # 69-02

Rep Access Programs

Skyscape's RAP Opens Doors to Meaningful Dialogs

By John Mack



John Ryder

There's no denying that the pharmaceutical industry is challenged more than ever to obtain quality face-to-face interactions with physicians (see "[Re-Designing the Pharma Sales Force](#)" in this issue).

In addition to PhRMA guidelines that restrict gifts to physicians, drug reps are now facing challenges from several states that are imple-

menting laws to limit the use of door opening tactics such as the free lunch reps routinely provide for physicians and their staff. Without that incentive, many physician offices are imposing their own no rep policies.

This has sent sales and marketing teams in search of "the perfect gift"—one that will open doors and resonate with physicians profession-ally. Such interactions are vital to maximizing the investment pharma has made in their sales force.

"Everyone knows that the average length of a sales call with the physician—if the rep is lucky enough to get in the door at all—is around 2 minutes," points out John Ryder, Vice President of Sales at Skyscape, a Marlborough, MA company that provides interactive, intelligent health solutions for desktop and mobile devices. "Reps bearing a coveted item not only gain access but also increase detail time by 5 minutes, 10 minutes, or more," claims Ryder.

Just What the Doctor Ordered

Skyscape medically-relevant service—developed with the unique needs of different physician specialties in mind—is highly sought-after by physicians. The company delivers decision support applications, which leverage peer-reviewed, evidence-based content from leading medical publishers, for every specialty at the point of care [see box below].

"Our network of practitioners uses the Skyscape service to gain timely access to accurate, trusted, up-to-the-minute medical information in their specialty," says Ryder. As a result, Skyscape clinical applications have proven to be a popular and effective tool for field representatives to gain access to practitioners.

Gifts Should Improve Patient Care

Pharmaceutical companies should consider how different types of physicians use information in their practice and respond to their needs with a well-thought-out giveaway that helps them improve patient care.

"Study after study shows the most medically compelling items for doctors to receive are educational materials that relate to their specific specialty," says Ryder (see Figure 1, next page). "All doctors are not alike. The specialty titles that we offer can be a vehicle for reps to get into the office."

Rather than take a one-size-fits-all approach with an item that may not be suitable for some physicians, Skyscape offers drug brand teams the opportunity to expertly target practitioners by specialty

Skyscape's Portfolio

Clinical and Drug References

- Drug Guides
- Interaction Analyzers
- Laboratory Testing/Diagnostics
- Formularies
- Dictionaries
- Clinical Trials
- Evidence-Based Medicine
- Breaking Medical News
- Coding
- Calculators
- Journals

Education and Training

- CME
- Board Reviews
- Patient Education

Continues...

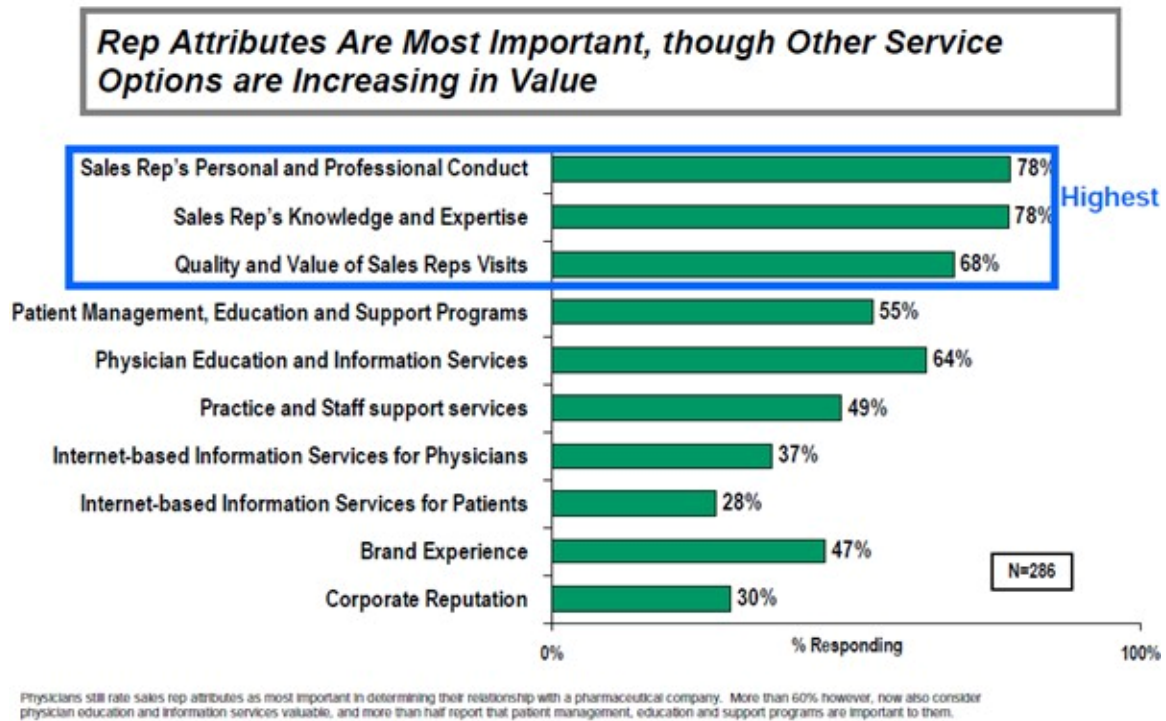


Figure 1: **Pharma Services that Physicians Value Most.** (Results from TNS Healthcare survey conducted online in August 2007. Findings are based on responses from 286 US primary care physicians, recruited from TNS Healthcare's J Street Physician Internet panel.)

The company's Rep Access Program takes advantage of 500+ selections across 35 specialties within its portfolio of trusted medical resources. This targeted approach offers real value from a medical relevance standpoint and opens doors to meaningful interactions between physicians and drug reps as a result.

In addition to "off-the-shelf" solutions, Skyscape can create custom applications working hand-in-hand with brand teams. These resource solutions can be sponsored by the brand and include the PI, published content, dosing calculators, complex guidelines, and algorithms that supports treatment decisions specific to the brand's therapeutic area. The reach of this service also can be enhanced by Skyscape promoting the resource as a free download to targeted physicians within their vast 700,000 active user network.

"In our last campaign using Skyscape resources, 9 out of 10 sales representatives reported gaining 3 or more extra contacts with physicians; 8 out of 10 gained access to no-see physicians and 7 out of 10 gained an extra 5 minutes or more with them. With an ROI this high, we'd be crazy not to run another campaign."

Open Doors Again and Again

Obviously, the breadth and depth of Skyscape's portfolio is a great resource that pharmaceutical companies can share with their physician clients. Skyscape applications integrate with one another via their proprietary SmartLink™ advanced reference technology, supporting physicians' natural workflows with all the needed information at their fingertips. This can help the doctor make fully informed treatment decisions, which translates into improved patient care. The benefit to the brand sponsor is that, over time, reps can build a mobile medical library™ for their physicians that is specific to their specialty and the brand's therapeutic area.

"The rep can sponsor multiple product licenses for a doctor," says Ryder. "This provides the perfect opportunity to get back in the doc's office for additional details." Drug reps can present physic-

Continues...

cians with Skyscape vouchers redeemable for their choice of 1 of 5 applications within their specialty. Skyscape is very careful that their Rep Access Programs stay within PhRMA guidelines. The value of each product license falls under the \$25 or \$50 range.

Branded for a Lasting Impression

Adding a pharmaceutical company's logo to a trusted, clinical application speaks volumes and can leave a lasting favorable impression long after the drug rep has gone. "We make it very simple for the brand team," says Ryder. "We create a branded product voucher and redemption website—even the URL is branded."

Skyscape applications also feature branded splash screens that serve as mini billboards, reminding physicians of the brand or the drug rep every time the application is accessed. This sponsorship provides a promotional opportunity in context with providing clinical value that helps both physicians and patients. Generating awareness for the brand within a specific therapeutic category is another unique value that Skyscape brings to the table.

Skyscape resources help brand teams:

- Gain access to physicians and increase a representative's detail time
- Make the pharma company's representatives an indispensable resource to physicians, creating stronger relationships
- Present customized and up-to-date information on pharma brands
- Tie the brand and message to trusted medical resources at point-of-care
- Reinforce the brand and message multiple times a day on the physician's mobile device or desktop

Skyscape Survey: Trends in Point-of-Care Mobile Technology

In lieu of textbooks, today's technology-savvy physicians prefer the handier mobile versions that run on their preferred device. Skyscape offers the only point-of-care decision support applications that are compatible with Palm, Pocket PC, BlackBerry, iPhone, Tablet PC and Windows OS platforms (see Figure 2, next page).

To find out exactly how many physicians used these devices, Skyscape conducted a survey of over 4,700 clinicians from its active user network in August and September, 2007. Ninety-one percent (91%) of responses were from prescribers (MD, DO, NP, PA).

Case Study

Skyscape obtained the digital rights to a renowned published medical text in the pharma brand's field of therapy, which spoke literally to the particular drug. Skyscape created the application and launched a pilot CD and voucher program. The result was a 2.5 point increase in market share. Because of the pilot program's success, a national program rolled-out a few months later.

Recipe for Success:

1. Developed a voucher program geared towards the brand
2. Content spoke to the specific brand and educated physicians on the fundamentals of the therapy
3. Branding of drug and pharma co were reinforced with every user experience

[See "Mobile Medical Reference: An Effective Door Opener for Sales Reps" [PMN reprint #49-04](#)]

The results show that clinicians are heavily using mobile technology at point of care, particularly for drug information (33%), clinical reference (30%), alerts and news (13%), and CME (9%).

Whereas the majority of clinicians are using Palm and Pocket PC devices today, 89% plan to change their device as drug information, clinical reference, alerts and news, and CME become available on BlackBerry and iPhone devices.

Nearly 2/3rds of respondents plan to change their device within the year. This indicates a quick paradigm shift in mobile technology at the point of care, with clinicians moving towards next generation platforms. Currently, Palm and Pocket PC dominate the market. The survey shows that 55% of clinicians plan to use iPhone or BlackBerry.

The survey also showed that clinicians want more content and alerts that are specific to their specialty. Eighty-two percent (82%) of respondents want information that is tailored to their specialty.

"Since clinical use of BlackBerry and iPhone is inevitable," says Ryder, "it makes sense for pharma to be at the table now."

Pharma Marketing News



Figure 2: Skyscape's Rep Access Programs run on both Blackberry and iPhone hand-mobile devices.

Skyscape - The most trusted name in mobile medical Information



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