

pharma marketers can: improve marketing efficiencies, expand the market, and grow and maintain market share. By making online sampling a key component of a brand's strategic operations, pharma companies can minimize brand cannibalization; optimize sample distribution levels to limit sampling waste; free up detailing capacity among loyal, low-maintenance physicians; and improve e-detailing response rates for maximum educational and revenue impact. Through e-sampling, pharma

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In 2006, sales-training executives will rely on pure e-based sales training to delivery much of the entire knowledge component of product and disease-state specific information.

marketers can bypass geographical limitations that currently exist to reach typically noncovered physicians in remote locations or tradition-



SOLUTIONS TIED TO REFERENCES DRIVE INCREASED DETAILING TIME

New pharmaceutical marketing program strategies, such as e-detailing, are changing the pharma industry's marketing landscape, according to a new survey by Skyscape Inc.

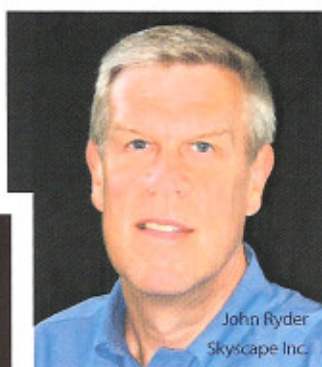
"The marketing advantages of new online and mobile technologies — PDAs, Smart phones, Webinars, Websites — are becoming more and more apparent to pharmaceutical marketers," says John Ryder, VP at Skyscape. "In addition, the ROI from deploying these evolving technologies is gaining value and substance."

An incentive that is medically relevant and in demand by physicians plays an important role in making these strategies successful by encouraging physicians to find the time to participate.

Mr. Ryder cites results indicating that pharmaceutical sales reps offering physicians a PDA solution tied to trusted medical content increased their detailing time, improved relationships with their physician contacts, and increased overall productivity. According to the study, 62% of the responding sales reps increased detailing time from 5 minutes to 10 minutes, and 58% reported five or more extra contacts. In addition, 77% reported improved access to physicians.

"These results are remarkable and very, very compelling," Mr. Ryder says. "They show a positive return on investment for pharma companies that deploy PDA solutions, demonstrating the value of a PDA program for additional contacts and more time in front of the physician."

When something of value is offered to physicians, such as medical references that can be downloaded to the physician's PDA, it gets the physicians' attention and encourages participation in an e-detailing program or Webinar.



While incentives are valuable, the OIG (Office of Inspector General) and PhRMA guidelines have lim-

ited their scope, PDA references are medically relevant and are PhRMA and OIG compliant.

In addition, he says studies show PDA usage is rising among physicians.

"By accessing medical references at the point of care, practitioners are reducing medical errors and improving the quality of patient care," Mr. Ryder says. "Providing the latest edition of a valued medical reference a month before it comes out may encourage the physician to participate in an e-detail."

Mr. Ryder says the value of a Webinar or e-detailing session is in its content.

"If the program fails to offer something that is compelling or timely or valuable to the physician, then the pharmaceutical company is wasting its money on incentives," he says. "The incentive encourages physician participation by offsetting their time with some form of value, but it must have the content."

Source: Skyscape Inc., Marlborough, Mass.
For more information, visit skyscape.com.

ally vacant territories. Online sampling enable pharma companies to maintain revenue among lost coverage prescribers; increase revenue among no-see physicians; hold a share of prescribing among hard-to-see physicians, NPs and PAs; and accelerate time to market by driving deeper and faster into the target audience when launching new brands.

DELOACH. Many large pharmaceutical organizations are learning from smaller pharmaceutical and biopharmaceutical companies that have had to create a structure that would allow them to compete with larger organizations without competing at the share-of-voice level. They believe that the companies that have been successful in this area have focused on a customer-focused model. In this model, the object is to share-of-voice but value-added services by a sales representative. Many companies have strived to create a value-added model, but in many cases, with multiple representatives calling on one physician, true ownership of the office is very gray. If an office has five to seven representatives from one office calling on the office, who should the office call with questions? In the customer-focused model there is one sales representative responsible for the office, and that representative is responsible for any questions or issues that arise in the office. This could include a variety of situations including but not limited to: product inquiries, insurance or reimbursement questions, updates on current clinical studies not currently published, and a variety of other issues. With this model, the office relies on the sales representative who becomes the expert for the company, not just a product. Physicians and office staff begin to appreciate the services that this individual provides and thus begin to realize the value that this individual brings to the office. There is a variety of advantages to the customer-focused model. This model will bring the compa-