

Celebrating 15 Years of Success and Innovation

Quintal & Associates Human Resources Consultants & Training Institute Inc.

Talking with Yves Quintal, President, Quintal & Associates

Some know your company as a recruiting agency, but what is Quintal really all about?

Quintal is different from traditional recruiting agencies. Since our inception, we have operated as a human resources company rather than a recruiting agency. By focusing specifically on the health-care industry, we have been privileged to develop long-term relationships within the pharmaceutical and medical sectors.

We value each of our candidates and are not in the business of simply placing people. Unlike placement agencies, our consultants proactively meet with candidates and invest, on average, two hours in the first face-to-face meeting.

In addition to evaluating a candidate's competencies, skills and experience, we

spend time getting to know them as individuals: their personal values, goals and career aspirations. This approach has been very successful and has resulted in candidates continuously referring their friends and colleagues to *Quintal*. On average, we receive 75 to 100 referrals each month.

Why focus on the health-care sector?

Passion and commitment. We are passionate about the industry. In fact, all of our consultants come from the health-care sector. We are also committed to the success of the industry and the establishment of high standards of professionalism. Our team is extremely knowledgeable about the industry which, in turn, helps our clients.

To what do you attribute the success of your company?

We deliver results. For more than 15 years, we have constantly surpassed our clients' expectations by providing outstanding candidates, high-quality training programs, contract services and consulting expertise within their budgets.

What has Quintal done that is innovative?

In the late '90s, we realized that, with the expansion of sales forces within the industry,



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there would eventually be a shortage of highly qualified representatives. We developed *Pharmaccess* to train new graduates to become pharmaceutical representatives, teaching them core business, account planning and selling skills, critical to shortening the learning curve. Since the launch of *Pharmaccess*, we have trained over 240 individuals and 85% of them are currently employed within the industry. To date, more than 45 health-care companies have benefited from this initiative.

What's new for 2005?

Through GenX, our affiliated company, we are actively promoting the use of shared sales forces to reduce costs for individual companies and increase reach and frequency on target audience. Human resource costs are second only to R&D within the health-care industry. With the focus on optimizing sales force, GenX is uniquely positioned to recruit, train and manage teams of sales professionals.

We are offering a workshop on *Selling and Marketing to Female Physicians* in collaboration with Dr. Lou Sawaya. Approximately 32% of physicians practising in Canada today are women. This is about to change dramatically, as women currently account for nearly 60% of first-year Canadian medical students. The workshop is designed to help health-care companies prepare for the increasing female presence in the medical field.

And as part of our ongoing commitment to training and education, we are offering a workshop on business etiquette with the collaboration of noted business trainer Danièle Parent.

With the new initiatives for 2005, we're in for another busy year at **Quintal & Associates**. **CPM**

To find out more about **Quintal**, visit our Web site, www.Quintal.ca, or contact Yves Quintal at 1-866-284-7444. **Quintal & Associates** has offices in Montreal and Toronto, as well as affiliated offices in Halifax, Ottawa, Winnipeg, Edmonton, Calgary and Vancouver.