

Monitoring is Not a Four Letter Word



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Although declining in number, sales representatives continue to be the driving force behind brand success. Understanding their ability to execute according to your plan of action is a critical need to monitor. In addition, audits should evaluate how they compare to the competition and if they are improving.

Understanding representative activity in specialists' offices is most important as they are the key customers for brand success. RepTrak[®] is an ongoing syndicated audit of representative detailing in specialists' offices. A recent audit from the psychiatry panel reveals some interesting data about representative promotions.

One of the most alarming aspects discovered is how often a representative gets to see the doctor, but doesn't deliver a promotional message (Figure 1). Yes, it is a relationship sell, but too often representatives don't balance the selling and relationship needs. The industry average for actually detailing specialists is less than 60%.

There are over 30 different ways the audit evaluates a call. One unique measure is access into the inner sanctum, as getting past the gate keeper can be a key element in determining the quality of the call (Figure 2). Also, the use of visual aids is a proven requirement for impacting messages (Figure 3).

So which came first? Getting by the receptionist? Appropriate use of visual aids? Or the desire to deliver a promotional message? These are all great parameters for training and competitive assessment—and the answer is probably a combination of all three. But it's clear the representatives for Product B are leveraging them all more than the other representatives.

These are the mechanics, but more importantly they need to be translated into measures concerning the outcome or effect on business. RepTrak[®] can monitor:

- how the detail has impacted desire to prescribe the brand

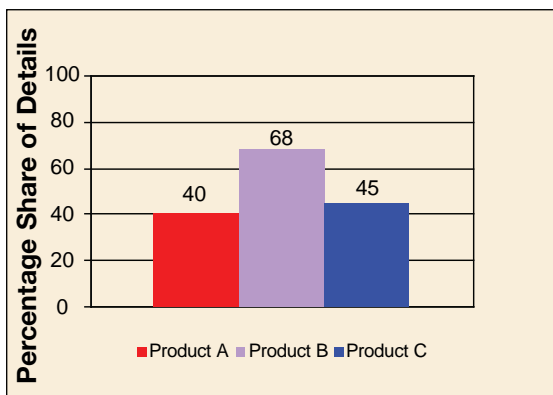


Figure 1. Percentage of psychiatry calls with promotional message.

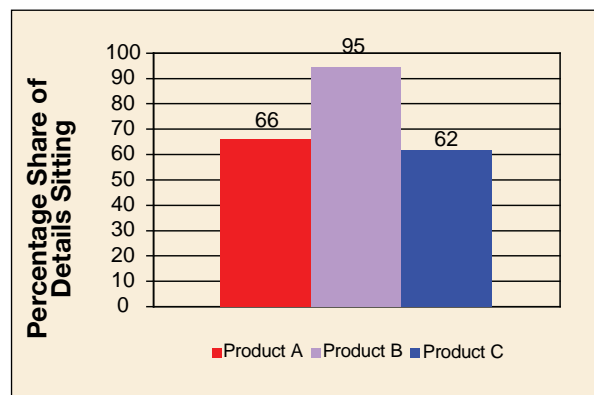


Figure 2. Percentage of details sitting in the office (vs. standing at the counter).

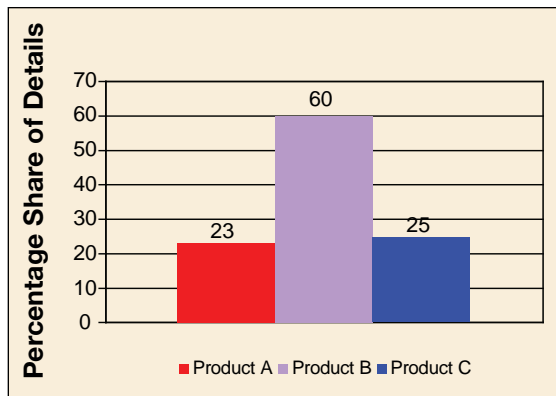


Figure 3. Percentage of details using visual aids.

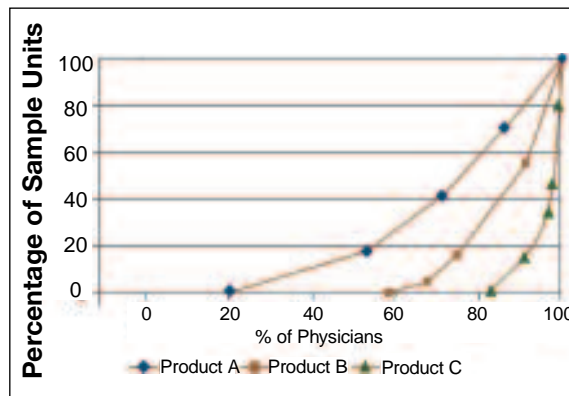


Figure 4. Respiratory product sample inventory concentration curve.

- what are the best companies and which have the best representatives
- what are the current barriers to drug usage and are they declining or rising

Another key indicator of representative activity to monitor is sample distribution. SampleTrak[®] audits current levels of sample inventory in over 2,000 GP offices. In Figure 4, three competitive respiratory products all have different sample distribution concentrations (*i.e.*, 10% of all GPs have 35% of all available samples for Product B). Product A has a wide distribution to 80% of all GPs, whereas Product C has a tightly targeted approach to less than 20% of the GP audience.

Both products may have the same days of therapies available to GPs (data you may already get), but it becomes a very different story when you consider who is getting those samples. When you consider which GPs are getting samples you can now determine the distribution concentration, called-on vs. non-called-on comparison and how the investment matches your plan of action.

Monitoring reps can be a valuable activity. But to truly make sure it makes sense, try to collect data in comparison to other brands and trend the data over time to be able to assess training, execution and competitive movement. **CPM**

Prism Healthcare Intelligence is a pharmaceutical market research company specializing in online surveys and qualitative interviews. For more information about this survey or other Prism capabilities, please contact pchalkley@prismresearch.ca or visit www.prismresearch.ca

Announcement

David Meek Appointed President, Novartis Pharmaceuticals



Mr. David Meek was appointed to the position of President, Novartis Pharmaceuticals Canada Inc. on July 1, 2007. Mr. Meek brings close to 20 years of marketing and sales experience from progressive leadership roles within leading pharmaceutical organizations in the US and Switzerland. Prior to joining the Canadian organization, Mr. Meek occupied two key senior global positions within Novartis Pharma AG, first as the Global Business Franchise Head, Respiratory and Dermatology, then as the Global Business Franchise Head of Respiratory.

While at Novartis, Mr. Meek has played a strong leadership role in pharmaceutical strategy, global brand launches, business development and licensing, clinical development, as well as cross-functional team leadership. He also brings significant senior leadership experience across diverse therapeutic categories, from gastroenterology and central nervous system disorders to oncology and respiratory. Mr. Meek also brings additional leadership experience from roles of increasing authority within the US Army in the 1980s.

Mr. Meek graduated with a Bachelor's Degree in Business Management from the University of Cincinnati in 1985.