

Investing For the Future

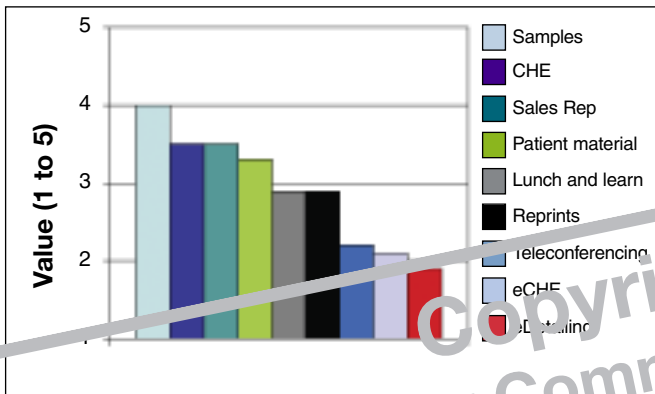


Figure 1. The most valuable resource from pharmaceutical companies.



Peter Chalkley,
Prism Healthcare
Intelligence

With growing reports of doctors closing their offices to representatives, pharmaceutical companies are left with the creative challenge of physician access. Once inside the inner sanctum, what resources are best to use to influence, impress and, yes, even entertain?

Prism Healthcare Intelligence took the pulse of the market to give you a read of what physicians currently value from the pharmaceutical industry (Figure 1). The survey was completed by 900 doctors in the first two months of 2008.

No surprise, samples came out on top. What is not represented in Figure 1 are the newer ways of delivering sample vouchers and trial vouchers, such as PreScript. As for traditional samples, Lipitor® was the most requested sample by far.

CHE and sales representatives are tied for second showing that physicians still enjoy the human touch vs. the computer-based detailing and CHE. In fact, on average, physicians attended 8.3 CHE events in the last 12 months.

Diabetes is by far the most requested therapeutic topic for discussion at CHE. It is also the most requested patient education material. This mirrors the number of new brands to be launched and the growing Canadian diabetic epidemic.

The future of electronic-applications is still evolving. As it grows, most physicians are recognizing Pfizer and Merck as doing this the best. Tylenol was noted to have provided the best electronic detail. **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.

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