

Targeting Accessible Physicians



Peter
Chalkley,
Prism
Healthcare
Intelligence

Rep access to physicians continues to be a critical part of the pharma marketing mix. There was a significant study conducted in the US by SK&A last year about changing rep interaction. Prism thought it would be interesting to conduct the same study in Canada. This was a mail survey completed by 2,200 Canadian physicians. Overall, Canadian physicians will see more sales reps, but they are much more restrictive to how and when the rep can see them.

In Canada, only 7% of physicians will not see a rep, this is 10% less than physicians to the south. However, US counterparts are more willing to see a rep any time during the day and Canadians like only certain times and days (Table 1).

The majority of Canadian physicians (42%) still prefer appointments to see reps and 21% are drop-in only (Table 2). The ability to provide relevant information is the key reason that physicians will see a rep (87%) and samples were a close second at 85% (Table 3). Quebec physicians were much less sample responsive.

Other aspects of the survey found that physicians will see on average 3.3 reps per week. As expected, GPs will see twice as many reps as a specialist. Each month physicians will attend 1.7 CHE events and 23% of physicians will not attend a pharma-sponsored CHE event. When asked which companies had the best trained reps, Pfizer and AstraZeneca both had 16% of the votes.

Table 1
Comparison of rep access

	Canada	US
See a rep any time during the day	33%	76%
See only at certain time of day	40%	3%
See only on certain days	33%	4%
Not see any reps at any time	8%	17%
Grand total	100%	100%

Table 2
Preferred type of rep visit

	Overall	< 30 patients/day	> 40 patients/day
Drop-in only	21%	19%	25%
Appointment only	42%	48%	30%
Both	31%	24%	43%
Neither	5%	9%	2%
Grand total	100%	100%	100%

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Table 3

Reasons why physicians continue to see sales reps

	Overall	Ontario	Quebec
Information	88%	87%	91%
Samples	85%	89%	71%
Services/support	40%	41%	39%
Relationship	27%	26%	29%
Other	100%	100%	100%

One of the most intriguing parts of the survey shows that the busiest doctors see more reps. Physicians seeing over 40 patients/day will see 4.8 reps/week, more than twice the rate of less busy practitioners. Access may be declining, but apparently not with these higher profile targets, as the survey shows that restricted access is 4.5 times higher among the least busy physicians!

For more information about this survey, please contact Peter Chalkley or Andrew Mathers at 905 415-1940. **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.

Pfizer – Leadership Appointments

With the recent re-structuring of Pfizer into Business Units, the following Canadian appointments are being announced:

Business Units



Paul Lévesque
President, Pfizer Canada
& General Manager,
Primary Care



Richard Fajzel
General Manager,
Oncology



Theresa Firestone
General Manager,
Established Products



John Helou
General Manager,
Specialty Care