

OVERVIEW

CUSTOMER PROFILE

200 person specialty sales organization covering 5,000 Pulmonary & Respiratory physicians.

CUSTOMER CHAMPION

Senior Marketing Manager

SITUATION ANALYSIS

Branded generic COPD product line facing first direct competition with a superior branded product profile.

MARKET CHALLENGES

Avoid share erosion due to significant new product launch and new market entry by a top ten pharmaceutical company.

CUSTOMER OBJECTIVES

- Improve physician access.
- Slow competitive in-roads by establishing better relationships with top Pulmonologists.
- Transform the sales team into partners.

PROGRAM IMPLEMENTATION DETAILS

HealthBanks TotalAccess Program was rolled out to 1,000 Pulmonologists in 8 months.

"This program has increased our sales representative's overall access to key prescribers and provides us a tool to continue that access."

Regional Sales Manager
Pulmonology

KEY RESULTS ACHIEVED

PHYSICIANS

- In just 3 months, 43% of Pulmonologists report spending more time with their representative as a result of the HealthBanks Program.
- 93% of Pulmonologists now have an elevated perception of the pharmaceutical organization.

SALES

- Sales representatives report 30-45% more detail time with the Pulmonologists enrolled in the HealthBanks Program.
- 94% of sales representatives reported using the HealthBanks Program to secure more follow-up appointments with their key Pulmonologists.

MARKETING

- 72% of the sales representatives agreed that the HealthBanks Program is one of the best programs marketing has provided them to increase quality of access opportunities with key Pulmonologists.

ESTIMATED ROI WAS A 7:1 INVESTMENT RATIO

ABOUT HEALTHBANKS INC.

Innovative Solutions for Healthcare

Since 1993 HealthBanks has been helping healthcare providers of all kinds distribute health information to their patient communities; to promote good health, as well as the practical services and offerings associated with their organizations.

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