

## OVERVIEW

### CUSTOMER PROFILE

\$100 million product line.  
50 person specialty sales force calling on  
600 Reproductive Endocrinologists.

### CUSTOMER CHAMPION

Director of Marketing

### SITUATION ANALYSIS

- Competing against the historic, dominant, well entrenched market leader.
- Highly competitive market with only three market players.
- Minimal clinical advantages between product lines.

### MARKET CHALLENGES

Implement a strategy to gain share from current market leader.

### CUSTOMER OBJECTIVES

- Compete by providing value-added services to physicians. The core strategy was to differentiate the specialty sales force and elevate their status among 'high-value' Reproductive Endocrinologists.
- Transform the company's sales representatives from mere "sources of product information" to indispensable partners.

### PROGRAM IMPLEMENTATION DETAILS

HealthBanks TotalAccess Program was rolled out to 585 Reproductive Endocrinologists in 213 practices over three years.

## KEY RESULTS ACHIEVED

### PHYSICIANS

91% of Reproductive Endocrinologists agreed that the HealthBanks Program is a clear differentiator for the customer and helps distinguish them from their competitors.

### SALES

- The majority of sales representatives & district managers agreed that the HealthBanks Program helped them develop more of a partnership with key practices.
- 86% of the sales force agreed that the HealthBanks Program provided them with a competitive advantage over the competition.

### MARKETING

- 82% of the sales representatives reported an increase in business in practices using the HealthBanks Program.
- The HealthBanks Program is directly responsible for 25–30% of experienced market growth.

## 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.

For more information about HealthBanks, contact:

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*"Our Company recently signed a 3 year extension of our agreement with HealthBanks and the reasons are very clearly that it (HealthBanks) is the single best non-product-specific competitive advantage we have."*

Director of Sales  
Women's Health Products