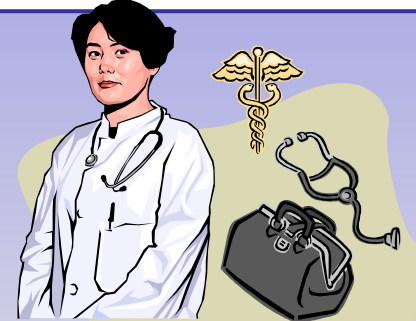


Sales Force Effectiveness - Pharmaceuticals

PHYSICIAN SEGMENTATION AND TARGETING APPROACH

We can identify the physicians most likely to prescribe a given drug. Using various data sources, MCDS can create Physician prescription profiles. This information along with sales call information and other physician touch point data allows us to create response models that will be used to optimize your sales territories and physician call/communication strategy. Our approach also takes into account other factors such as:

- profitability of a prescription,
- accessibility of the physician,
- physician preferences (pharmaceutical companies or drugs),
- formularies and their impact on the physician's ability to prescribe certain medications,
- physician classification (innovator, early adopter, etc.),
- breadth of use for a wide palette of drugs



Decide on the appropriate size of a sales force needed to sell a particular portfolio of drugs to the target universe. Design the optimal reach (how many physicians to see) and frequency (how often to see them) for each individual physician. Decide how many sales representatives to devote to office and group practice and how many to devote to hospital accounts.

SALES FORCE OPTIMIZATION

MCDS can recommend the optimal size of your sales force to market your drug portfolio. We also design the sales territories to optimize and balance the workload by region, i.e. minimize windshield time and maximize face time with the physician.

SALES FORCE EFFECTIVENESS

MCDS can help you monitor the performance of the sales force by analyzing the call results, the call frequency, the timing and other physician touch points to determine their impact on sales and what changes, if any, should be implemented.

PATIENT / CONSUMER PROFILING

Patient profiling is becoming more and more important as the physicians influence is being questioned by a more informed patient. This has made consumer/patient profiling a key element for many pharmaceutical companies when developing their marketing plans.

Our consultants know how to integrate field knowledge along with customer and market data in a spatial analytical tool to provide you with the best sales force deployment solutions. This is a must for the pharmaceutical industry.

Reduce windshield time and increase productivity.

- Sales and customer data analysis
- Optimal call frequency
- Establishment of business rules
- Territory allocation
- Resource allocation
- Creation of territory books

MCDS has a vast experience in the area of consumer profiling and can support you in the creation of a consumer knowledge base and how to use it to transmit information and market your products while maximizing your return on your marketing and sales dollars.