

Wound care

A successful solution with a syndicated team towards GP's:
 high quality medical device.

Challenge

Customer company: Leading company in **wound care**
 Product: **Medical device** of high quality, with improved reimbursement conditions
 Target group: **5400 GP's**

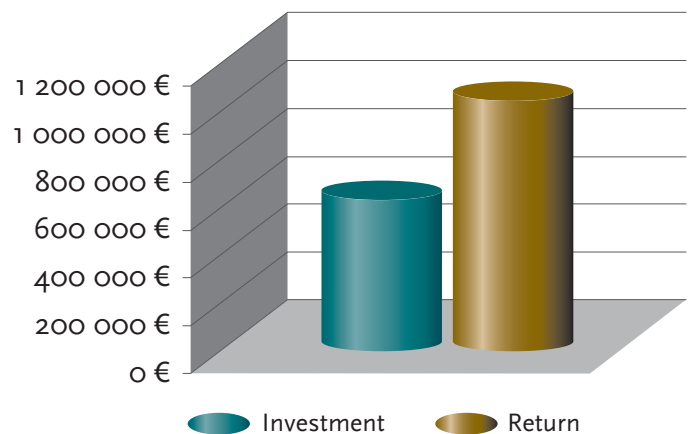
Solution

A syndicated GP position in a team, 18 reps + 2 managers
 Period: 24 months
 Target: Grow above the market, and get a positive ROI

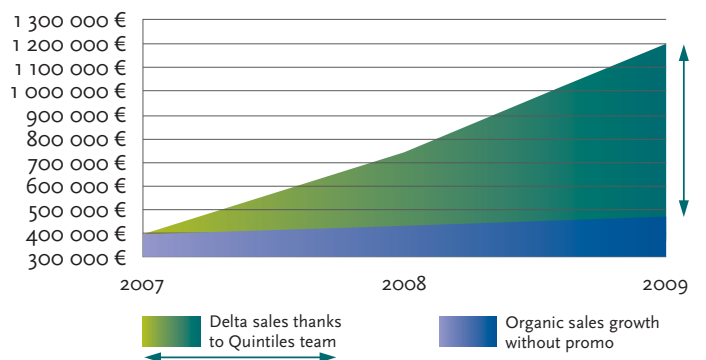
Sales & Return On Investment

	Target	Realized	Achievement
Call volume	17,100/y	17,289/y	101%
Call frequency	3.1	3.2	103%
Call rate	5.0	5.2	104%

Sales & Return On Investment



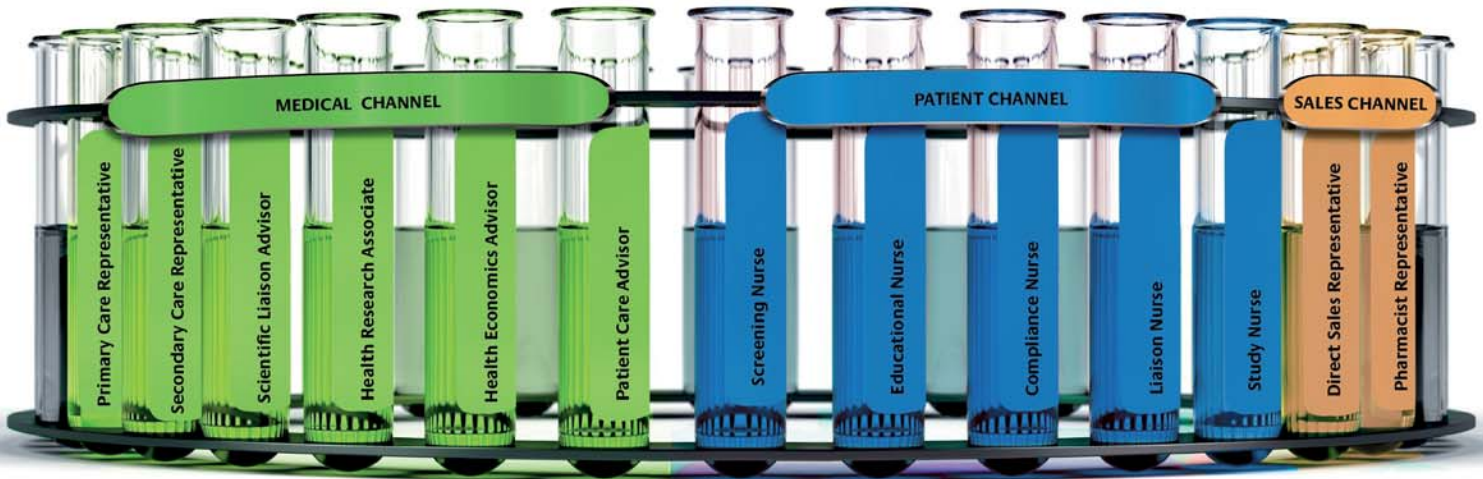
Sales Growth



Conclusion

Due to the successful result, a breakeven was realized at the end of the first year.

A significant positive ROI was reached during the 2nd year of collaboration, and is still continuing.



Solutions for your brand

Inspired Solutions, proven results in *New Health*

The market is becoming increasingly specialized and diversified. By consequence, the market approach and solutions need to evolve and change to be successful in this new health landscape. Quintiles, leader in outsourcing, would be delighted to be your ally in helping navigate risk and seize opportunities. Our inspiring and innovative solutions will bring a new dimension to your business.

MEDICAL CHANNEL

Primary Care Representative

Starter – or experienced sales reps to reinforce the product benefits to general practitioners via syndicated, dedicated or vacancy solutions

Secondary Care Representative

Experienced sales reps to reinforce the product benefits to specialists via syndicated, dedicated or vacancy solutions

Scientific Liaison Advisor

Scientific specialists to bring the latest guidelines and publications

Health Research Associate

“Good Clinical Practice” specialists especially trained to drive observational surveys and to ensure qualitative data collection

Health Economics Advisor

Health economic specialists to collect or provide health economic data and value

Patient Care Advisor

Specialists to reinforce the relationship “physician-patient” by providing accurate tools and information

PATIENT CHANNEL

Screening Nurse

Nurses screening patients for a specific disease, helping early detecting and prevention of complications

Educational Nurse

Nurses educating patients or medical staff for a correct usage of drugs and devices

Compliance Nurse

Nurses helping patients in reaching the goals of their treatment

Liaison Nurse

Nurses bringing the day clinic at home ensuring the best follow-up link

Study Nurse

Nurses speeding up patient inclusion, follow-up, and data collection in clinical trials

SALES CHANNEL

Direct Sales Representative

Starter – or experienced sales reps to boost your sales target via syndicated, dedicated or vacancy solutions

Pharmacist Representative

Starter – or experienced sales reps in OTC to reinforce your pharmacy sales via syndicated, dedicated or vacancy solutions

