

# Respiratory disease

A successful solution with a syndicated team  
 towards specialists: a product launch

## Challenge

Customer company: Leading company in **generics**  
 Product: Launch product in **respiratory disease**:  
 Target group: 600 **specialists**

## Solution

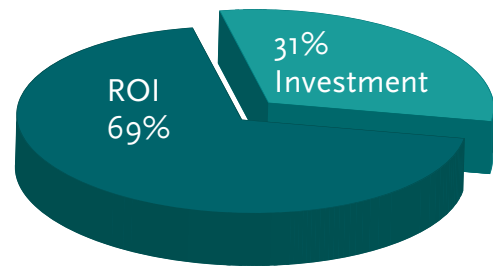
A **syndicated specialist position** in a team, 18 reps +  
 2 managers  
 Period: 6 months  
 Target: 3 calls per physician

## Sales force effectiveness

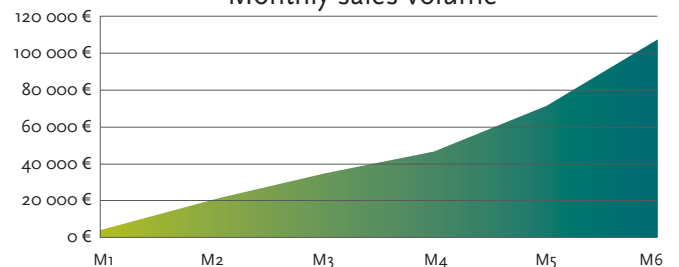
	Target	Realized	Achievement
Call volume	1,908	1,800	106%
Call frequency	3.2	3.0	107%

## Sales & Return On Investment

Total extra sales generated by specialists.



## Monthly sales volume



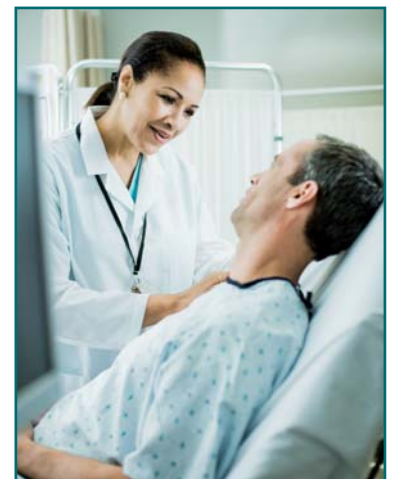
Sales manager:

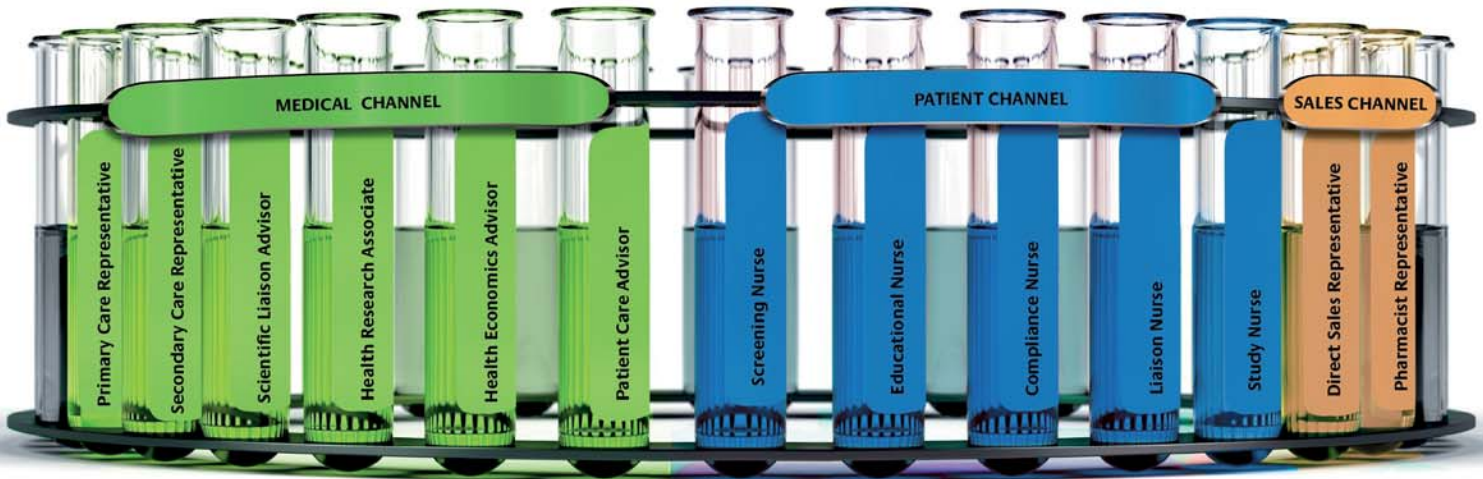
'Congratulations with the magnificent sales result realized after five months'

## Conclusion

The promotional investment by Quintiles returned 223% on top of the financial investment.

The very satisfied customer achieved a market share of 21%, already at 6 months after launch.





# 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

