

# Pharmacy sales

## A sales boost at non-targeted pharmacies

### Challenge

Customer company: Leading company in **patient care**  
Product: **Displays with medical devices** of high quality  
Target group: **Midsized pharmacies**, not targeted by the company

### Solution

3 **dedicated Quintiles pharmacy reps**, and a part time coach  
Period: 3 months  
Target: Achieve a broader presence in the market

### Results

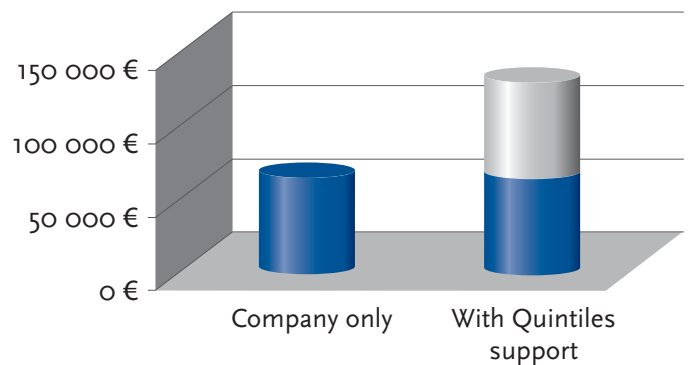
Being ranked on the number of displays sold, the Quintiles reps appeared among the top-5 performers.

	sales ranking	displays sold
Quintiles rep	1	193
Customer rep	2	160
Quintiles rep	3	123
Customer rep	4	117
Quintiles rep	5	95
Customer rep	6	72
Customer rep	7	51
Customer rep	8	27

Business unit manager:

'Congratulations with the very strong performance!'

### Sales results doubled during the project

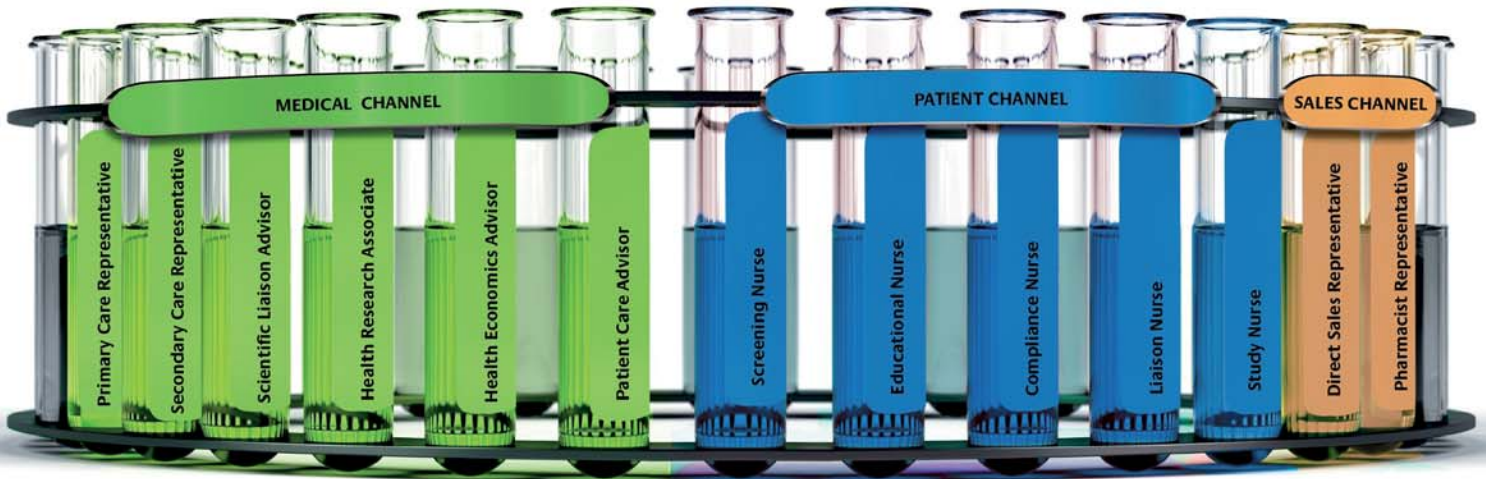


### Conclusion

Detailing on non targeted pharmacies during a specific period proved it's added value.

The customer targeting has been adjusted, following the Quintiles sales results.

The customer scored a customer satisfaction of 93%, and decided to repeat the project.



# 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

