

Why Getting a Foot in the Door These Days Doesn't Involve a Foot... **OR EVEN A PERSON**

Pharma marketing has undergone some drastic changes over the past few years. But perhaps the most significant is the shift away from a representative-centric business model.

There are lots of reasons for the change. But, ultimately, it comes down to two things — time and money. Doctors have less time. And pharma companies want to spend less money.

According to a TNS Healthcare Survey, sales representatives are never seen by the doctor in 43% of calls. In fact, one out of four physicians works in a practice that refuses to see reps period. Even sampling is restricted. Drug-watch.com reports that nearly two-thirds of medical schools and one-quarter of private-practice physicians have limited sampling in one way or another.

No matter how you look at it, the old marketing model has to change if pharma companies are going to remain successful. Alternative approaches have to overcome the challenges of traditional marketing, giving pharma companies more bang for their buck and allowing them to reach the intended audience with pertinent, relevant information. To be successful, pharma marketers need to be less reliant on the field force and more cost-effective.

Marketing in a New Era

It sounds great in theory. But, is it really possible?

Web-based options and innovative, new technologies continue to evolve to address this need and help ensure marketing success that's less dependent on the salesforce.

E-detailing is a prime example. Offering a cost-effective, growth-intensive strategy, the development of more interactive features, such as Web chats, videos, and interviews with thought leaders have continued to further enhance success.

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According to firstwordplus.com, experts reporting on important trends affecting the pharmaceutical industry today, 43% of physicians favor e-detailing over reps.

New technologies shifting away from the rep-centric model are also offering unique opportunities for the pharma industry. One such example is Instinctive Data. The HIPPA-compliant platform uses real-time medical claims data to deliver targeted messages to providers via a secure portal. These messages not only provide the physician with valuable information, they're also actionable.

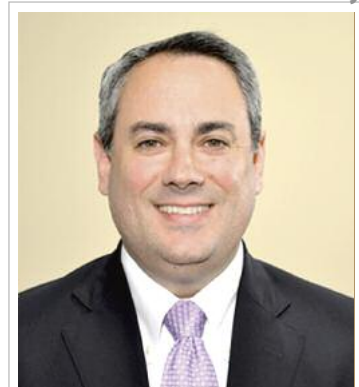
Instinctive Data also enables pharma companies to help shape the patient-provider conversation by providing the most relevant information targeted towards specific patient cases. It helps identify windows of opportunity to offer physicians options they might not have previously considered, right near the point of care.

Instinctive Data reaches providers through a channel embedded in their workflow, providing pharma marketers with a new way of reaching HCPs — even those with time constraints. It's an instant connection to a continuously growing network of more than 65,000 actively engaged physicians and tens of millions of patients. It also enables marketers to reach physicians that might have the right patients, but are not targets with the traditional model.

The Shift is On

As pharma marketers shift away from the

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rep-centric model, they will continue to look for newer, more effective channels to reach their audience and help drive drug sales. Clearly, limited time and money — the key problems pharma marketers currently face — must be addressed. New solutions that meet these needs and expand marketers' reach in ways not possible in the past are sure to be embraced.

Ultimately, for a drug to be successful it has to provide what a patient needs. For pharma marketers to be successful, they have to provide the right messages about their drugs at the right time. The evolution of Web-based options and technologies, such as Instinctive Data, help them do just that. **PV**

MD On-Line Inc. is a leading provider of electronic data interchange (EDI) solutions that facilitate the critical connection between doctors and payers. For more information visit mdon-line.com.

For more information about Instinctive Data, call 1-800-914-1500 or email contact@instinctivedata.com.

