

# Brand Growth Impact of Live Video Detailing and E-detailing on Prescription Lift

## BUSINESS CHALLENGES

A brand focused on primary care in a very competitive market was experiencing slow growth in sales and possible market saturation.

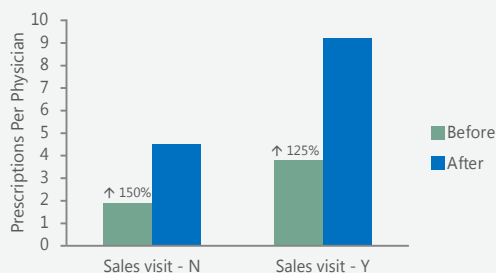
## SOLUTION

Live video detailing and self-directed e-detailing were used to supplement the company's field sales force. Wolters Kluwer prescription data was analyzed to determine the prescription patterns in participating physicians versus those targeted through field sales details.

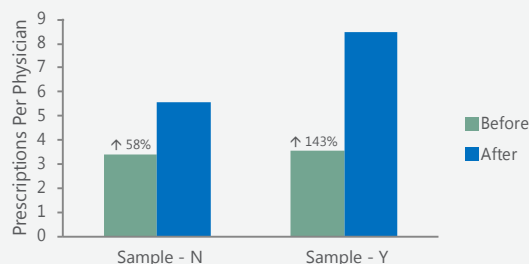
### HIGHER NUMBER OF PRESCRIPTIONS AFTER LIVE MEETING

- Physicians who participated in live video details wrote a higher number of prescriptions than those who did not
- Participating physicians who did not have a sales visit or sample activity also exhibited a rise in prescription levels

% ↑ in physicians who prescribed after a live meeting with respect to sales visits



% ↑ in physicians who prescribed after a live meeting with respect to sample activity

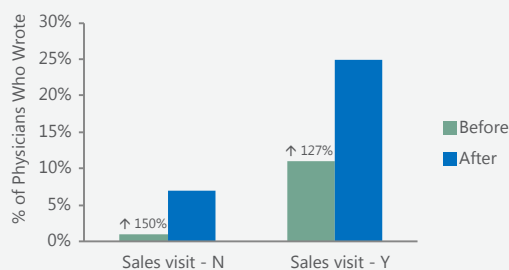


\*Data through 2/4/11

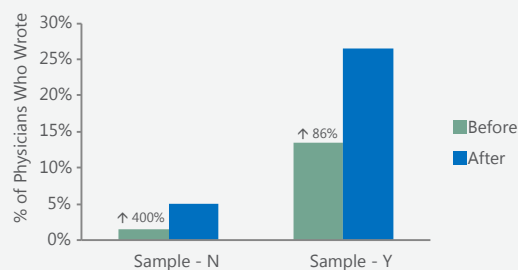
### MORE PHYSICIANS WRITE AFTER A LIVE MEETING

- More physicians wrote prescriptions after participating in a live video detail
- When live video details are combined with sample offers and/or supplemental field force details, the impact increases

% ↑ in physicians who participated in a live meeting and wrote prescriptions with respect to sales visits



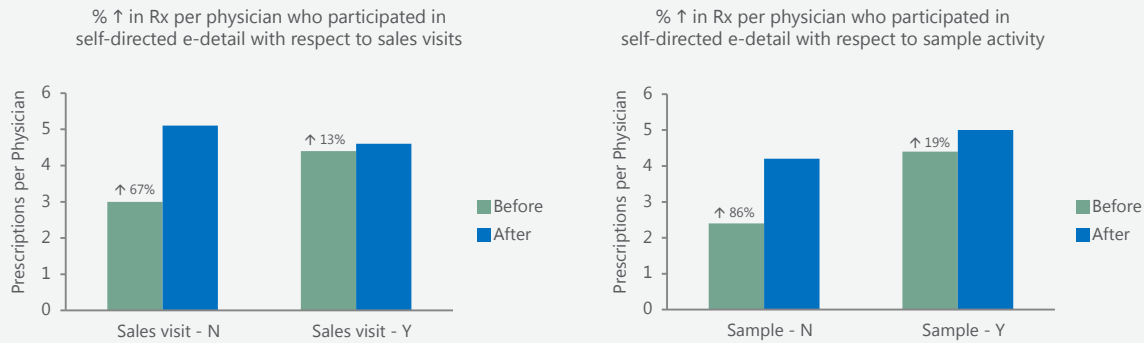
% ↑ in physicians who participated in a live meeting and wrote prescriptions with respect to sample activity



\*Data through 2/4/11

## HIGHER NUMBER OF PRESCRIPTIONS AFTER SELF-DIRECTED E-DETAIL

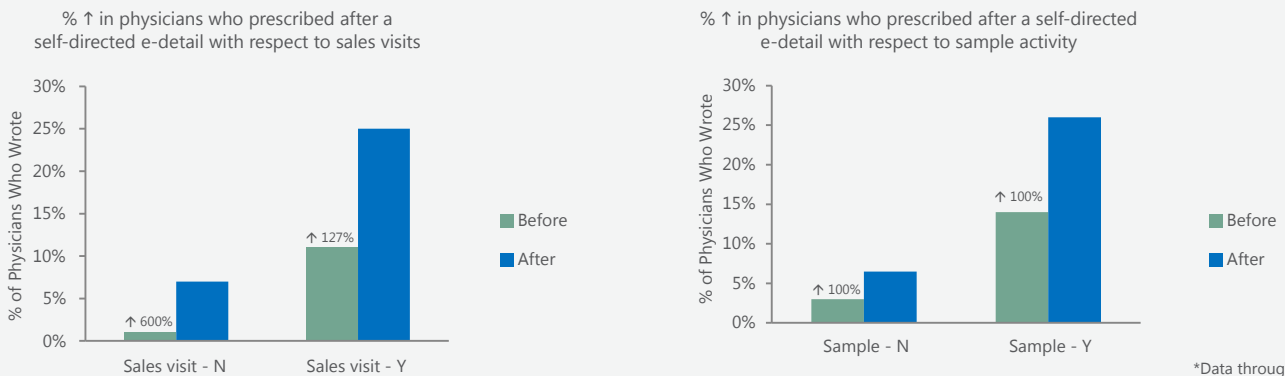
- Physicians who participated in self-directed e-details wrote a higher number of prescriptions than those who did not
- Even those participating physicians who did not have a sales visit or sample activity showed a rise in prescription levels



\*Data through 2/4/11

## MORE PHYSICIANS WRITE AFTER A SELF-DIRECTED E-DETAIL

- More physicians wrote prescriptions after participating in a self-directed e-detail
- When Aptilon's self-directed e-details were combined with sample offers and/or supplemental field force detail, the impact increased



\*Data through 2/4/11

## SUMMARY OF RESULTS

Live Video Details and E-details Have a Positive Impact on Prescribing

% of physicians who prescribed after a live meeting		% of physicians who prescribed after a self-directed e-detail	
↑ 600% - Sales Visit-N	400% - Sampling	↑ 600% - Sales Visit-N	100% - Sampling
↑ 127% - Sales Visit-Y	86% - No Sampling	↑ 127% - Sales Visit-Y	100% - No Sampling

- **Impact on Prescriptions:** Number of prescriptions per HCP always increased after participating in a live video detail or self-directed e-detail regardless of sales visit or sample activity
- **Impact on Physician Conversion:** Engaging in a live video detail or a self-directed e-detail increased the percentage of HCPs writing prescriptions, regardless of sales visit or sample activity
- The overall impact was greater when physicians participated in multiple live video details

### TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs, contact us:

Submit information request

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