

Field Sales Support

Situation:

A top tier pharmaceutical partner was struggling to gain access and visibility to promote an oncology drug within physician's offices that were designated as no-see, white space and vacant territories. Without field sales support, these offices represented lost revenue and missed opportunities. The pharmaceutical company turned to Connect America to cost-effectively maximize the sales potential of these physicians and their staff.

Objective:

Connect America was tasked with designing a program to help increase engagement and interaction between HCP sites and the field representatives by providing frequent and consistent communication. The secondary goal of this program was to increase enrollments in the product's patient support program.

Solution:

Connect America created and executed an HCP interaction program. Our highly trained agents were able to:

- Call accounts that deny field sales representative access
- Provide additional support to accounts that limit the number of sales appointments scheduled in a year
- Prospect the field representative's customer universe and establish new leads that support the prescribing doctor in various ways
- Provide real-time communication with field reps to efficiently resolve site needs and drive brand and company commitment



Results:

The pharmaceutical company's field sales representatives were able to gain access to nearly a quarter of these previously inaccessible oncology offices as a result of Connect America's physician outreach program. 23% of targeted oncology offices requested a representative visit. Of those, 8% had been designated as no-see, including world-renowned cancer centers, and 12% were previously identified as "Difficult" or "Low Access" accounts. In addition, 21% of oncology offices requesting more information and materials were in white spaces or vacant territories. Inbound patient calls also increased 8% per month due to Connect America's messaging around the drug's patient support program.

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