

PMSA 2023 Fall Symposium



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PHARMACEUTICAL MANAGEMENT
SCIENCE ASSOCIATION

NOVEMBER 9-10, 2023

FLAMINGO HOTEL

LAS VEGAS, NV

Innovative methods to tackle
Sales Force sizing, resource
allocation, and scenario planning
due to the growing influence of
Digital promotional tactics

Anisha Jagadesan

Senior Manager, Genpact



Evolution of Digital Marketing in Pharmaceutical Industry

1998



- Physicians Interactive
- Start of e-Detailing

2010



- Extensive use of iPad Detailing
- Reduction in Paper Bound Promotion Content

2015



- CLM
- Digitization of Content
- Modular content design
- Call Center Representatives

2020



- Covid 19 Pandemic
- Resp field force started seeing decline in call activity
- Shift from traditional Mode of Detailing

Why is there a need for Innovative Ways to tackle sales force?

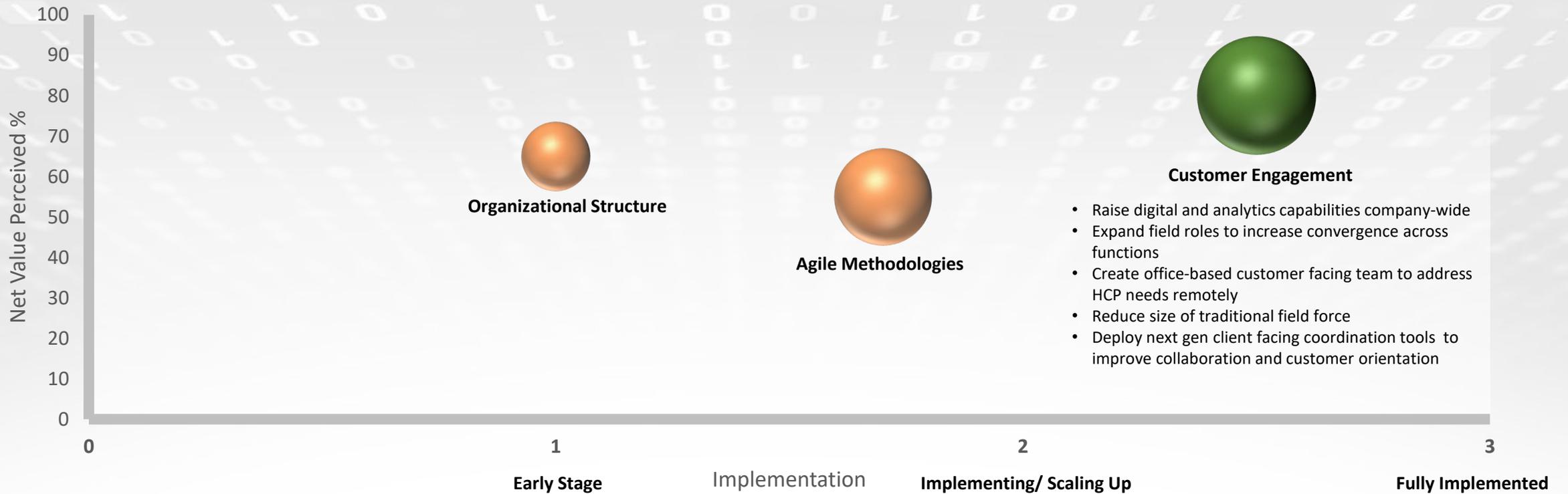
Over the few years we have been seeing shift in the physician profile and requirement, and this has led to the need for innovative ways to have detailing interactions with them and personally promote the brand



How to emerging from disruption ?

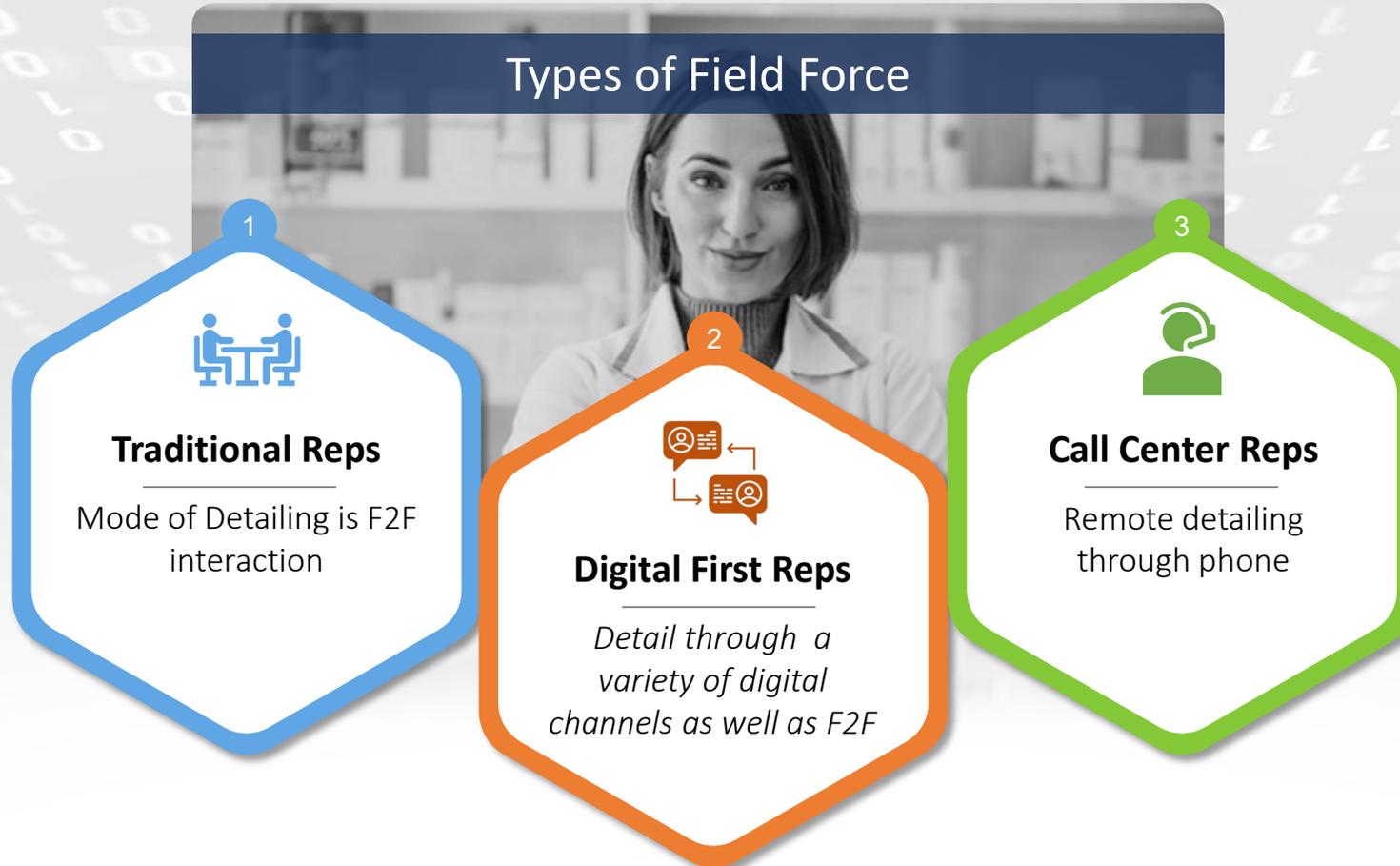
To cope up with the digital disruption pharmaceutical industry is working on three strategic pillars, of which customer engagement is a pillar which all companies are excited about.

Strategic Focus Area for Pharmaceutical Company for emerging from disruption



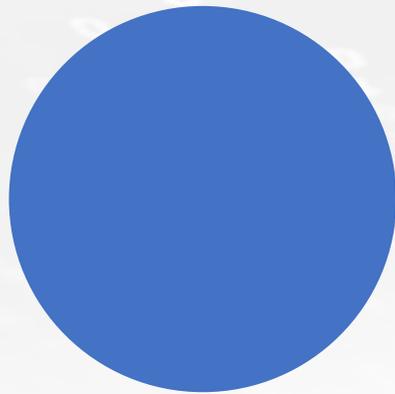
How to innovate in Customer Engagement?

Brand team must prioritize long-term strategies, spanning network, digital, operations, and talent to drive success.

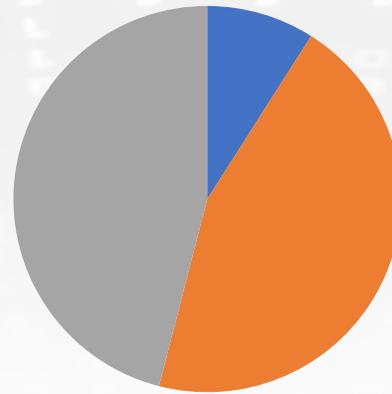


What type of engagement different teams generate?

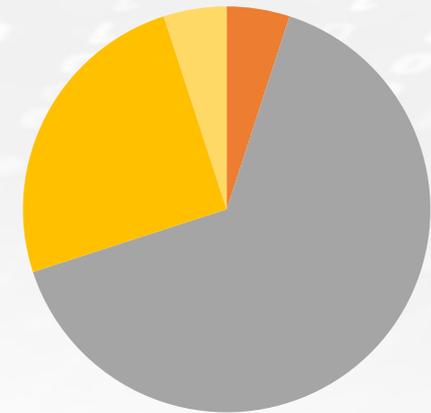
Traditional Reps
Activity



Digital First Reps
Activity



Call Center Reps
Activity



■ F2F Details

■ Digital Details

■ Phone Detail

■ Phone Detail & Sample

■ Digital Detail & Sample

Is there any eligibility criteria for the Physician

Traditional Sales Force Target List



- HCP should not have F2F exclusion policy
- Top CVM HCP, affinity to digital content & High WOD

Digital First Sales Force Target List



- HCP should not have home office promotion exclusion
- Top CVM HCP & affinity to digital content

Call Center Sales Force Target List



- HCP should not have third party promotion exclusion
- Top CVM HCP & WOD

Do the detailing mode have different promotion response?

- Promo response model shows that each of the detailing modes have a different impact on sales
- Promo response model also helps in identifying when a traditional force needs to be supplemented with a complementary sales force
- The study shows that based on the diminishing curve analysis of detailing adding a complementary sales force at the right time can be optimized solution

Call Activity Monthly

Channel	Tier	1	2	3	4	5
Traditional Sales Force	HV1				1.0	
	HV2				0.8	
Digital First	HV1	0.9				
	HV2	1.0				

Channel	Tier	1	2	3	4	5
Traditional Sales Force	HV1				0.9	
	HV2				0.8	
Call Center	HV1	0.8				
	HV2	0.7				

Example

How to tackle the sales force sizing with the new customer engagement strategy?



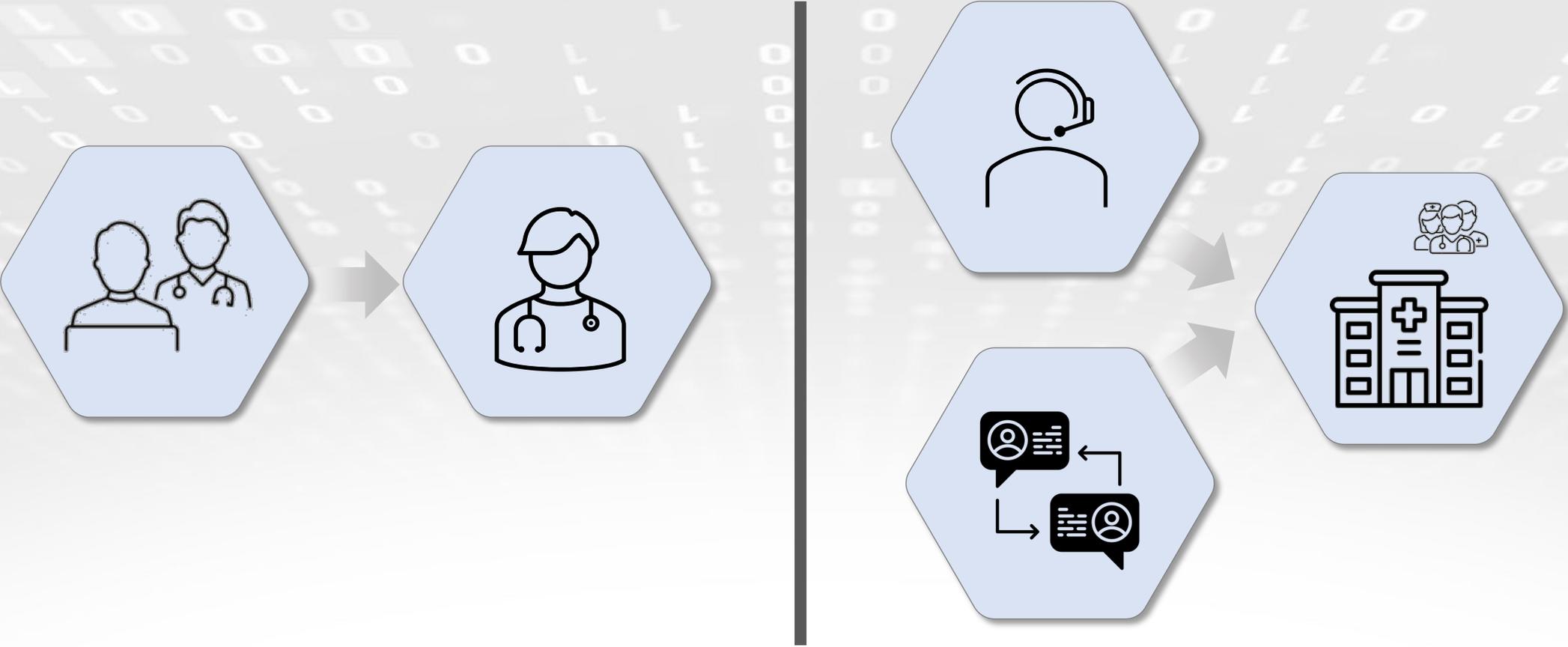
Do we need to apply a no office overlap?



What rules to promote relationship continuity while creating target list?



How do we prioritize the assignment of HCPs across sales force?



How do optimize the sales force incase of ring-fencing exercise



How to solve for budget constrain or ringfencing exercise?



Complete Target List



Reduce multi-facet Target list



Review the promotion exclusion policy



Identify the most valuable HCP's and evaluate the whitespace coverage miss

Thank You