



GfK RepInsight®

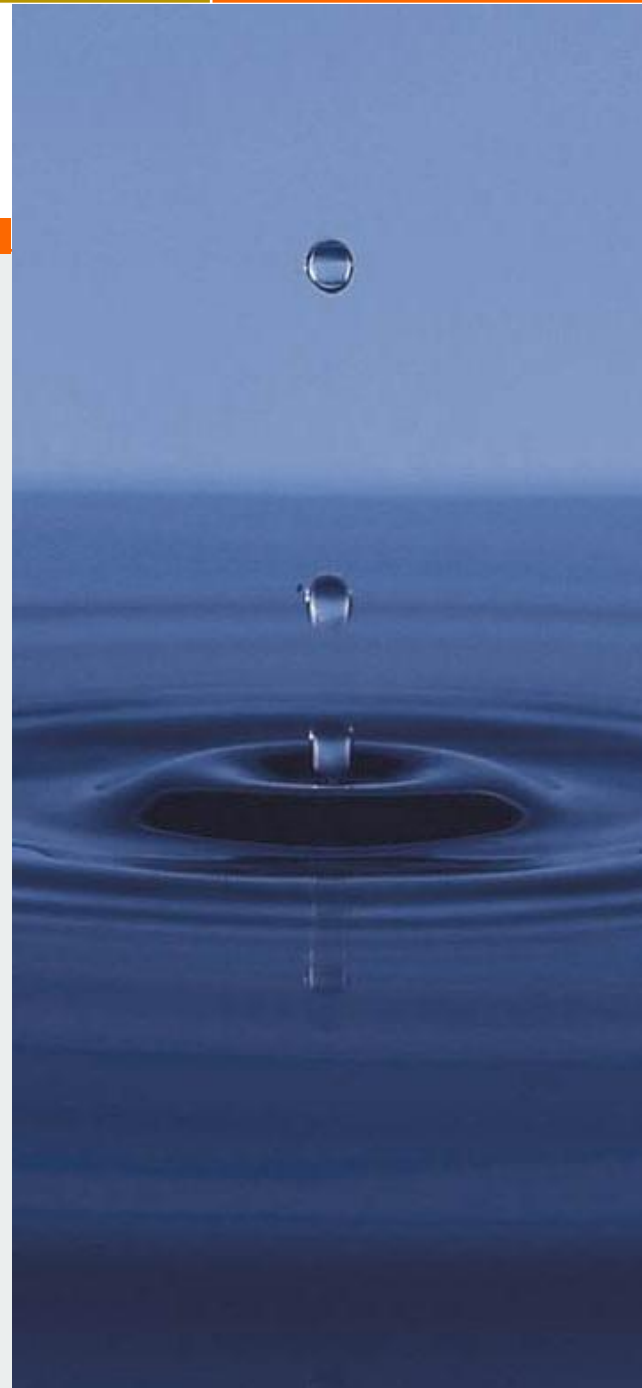
Measuring the quality and impact of
Sales Rep messages



GfK RepInsight summary

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- **RepInsight is an innovative tool**
 - **to continuously monitor**
 - **product messages**
- **RepInsight is a physician orientated tool measuring call quality using the state of the art method IVR (interactive voice response)**
- **RepInsight is focused on the content and quality of the sales rep detailing**
- **Use RepInsight to assess your competitors' calls**



THE agenda

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- ① Sales Reps: Your most powerful tool for product positioning



Are your calls physician orientated?
Does the sales rep act as the physician expects him to?

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Rep Orientation

- Product-specific detail
- Standard message and description
- Review only approved literature
- Need to present
- **Call quantity**

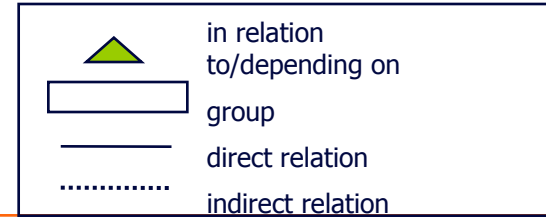
Activity driven

Physician Orientation

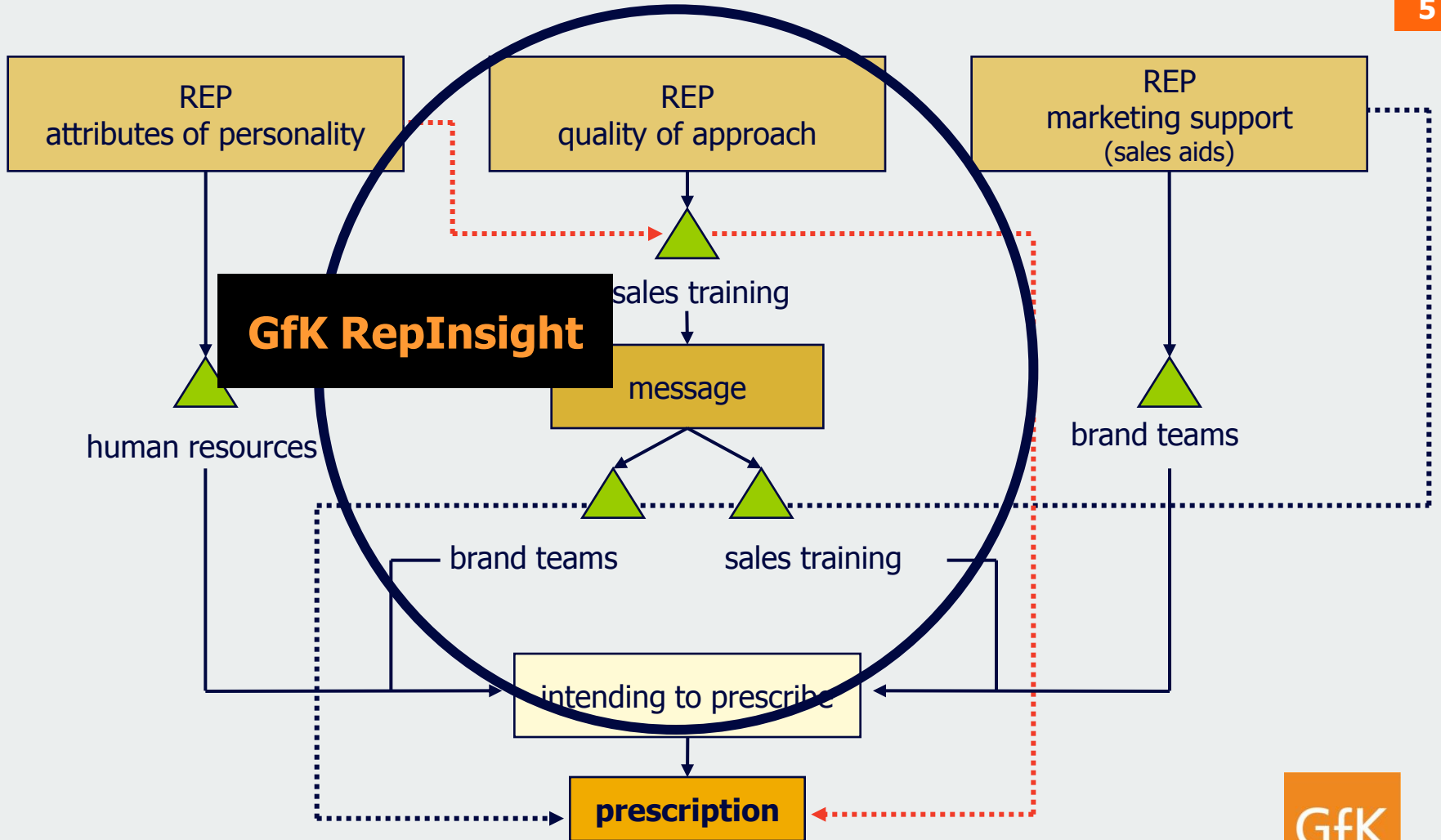
- Disease-/therapy-specific discussion
- Tailored information for his practice
- Discuss all relevant literature
- Need to ask relevant questions/
have a productive dialogue
- **Call quality**

Value driven

SFE is an issue for HR, Sales Training, Marketing and Sales



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Objectives of the Sales Force

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Improvement of call- /detail quantity

- ▶ Increase in calls per day!
- ▶ Increase in call frequency by practice segment!
- ▶ Increase length of calls!

Improvement of Sales Force's behaviour

- ▶ Improvement of articulation, sympathy, credibility
- ▶ Does the physician have the feeling that his time is being made efficient use of?

Improvement of contents of details

- ▶ Credible, unique, convincing details which are relevant for prescriptions!
- ▶ Use of deep knowledge about the individual situation of the practices, about health care policy and about competitors!
- ▶ Enhancing the use of patient profiles/guidelines!
- ▶ Use of – neutral – studies!
- ▶ Clear and understandable communication of the product messages which were taught!



GfK RepInsight

GfK

THE agenda

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- 2 GfK RepInsight
Focus on the Content and Quality of Sales Rep Detailing



What is GfK RepInsight?

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GfK RepInsight is an innovative tool for the continuous monitoring of

the product messages delivered and assessment of the detailing

by means of parameters such as credibility, novelty, relevance regarding prescriptions, ...



What exactly does GfK RepInsight measure?

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Does your sales force communicate the messages in the **correct way** and according to how they were trained?

What messages do **competitors** focus on and how do they communicate these, do they refer to your product?

What are **physicians' perceptions**, how do they rate the call with respect to novelty, credibility, relevance for prescriptions?

What is the **effect on the physicians' prescribing behaviour**?

How often are **supporting materials used** during the detailing?



THE agenda

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- 3 GfK RepInsight is implemented via IVR interviews



How does IVR work?

Fixed panel of physicians recruited by GfK and instructed on how to use the IVR system

Physicians call an 0800-number **immediately after the rep's visit**. Access by use of a PIN code; the phone call is entirely dialogue-managed.

Daily IVR interviews allow **daily data delivery**; weekly delivery is standard.

IVR technology allows **monitoring the point of time** of the interview ("directly after the rep's call")



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IVR Characteristics and Functions

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- Open ended and closed questions
- Guidance through the interview by speech recognition – without using phone buttons
- Repetition of the questions on physician's demand
- Recording of audio files avoid any loss of information



Why is IVR different?

Physician's own words provide **most substantial and deep information** about detailing contents and key messages ("Anything that has to be put down in writing, e.g. in online studies, is being shortened.")

Collection of Sales Force argumentation/messages **immediately after the call**. No time gap between the rep's call and the recording of the interview (minute-after recall). **The physician's words mirror the rep's messages!**

Daily/weekly verbatim delivery allows immediate check of whether the messages were delivered as trained.

Delivery of **SFE key performance indices** - e.g. credibility, novelty, relevance for prescribing – in addition to key messages.

Linking of KPIs with key messages ("Which elements of the detailing result in high prescribing relevance?")

High acceptance of the IVR method by physicians due to simplicity and problem-free practicability.

Where does IVR differ from online applications?

The physicians provide their answers in free speech! Method testing proves that a physician answers an open ended question with about **60 words, whereas in written form the answer has only about 25 words.**

Common online SFE projects relate to day after, week after, previous week reporting – GfK RepInsight provides **minute-after recall.**

An online interview is often overloaded with a vast number of questions which generate quantity but not **quality with regard to contents.**

In online interviews the questions frequently refer to various topics, therefore there is no **focus** on SFE reporting.

Online physicians have an affinity to online per se. However, are they **representative and relevant for the manufacturer's activities?**

In the online interview, is it really the physician who reports? Or is it the their assistant, receptionist, children ...?

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further information

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RepInsight will be rolled out in several CEE countries

For further information please contact our local GfK affiliates or

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