

## Targeting and Compensation

### Module 2: Prescriber-Centric Products

Prescriber

Prescriber Payer

LaunchTrac

Data Agents



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Health

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Targeting  
and Compensation



# Source® Prescriber



# Recognizing an Opportunity - Prescriber

## Business Issue:

Organizations that need information and insight for sales force deployment strategies

- Business intelligence
- Competitive analysis
- Insight for tactical planning
- Physician profiling and segmentation
- Evaluate sales promotion activities



# Recognizing an Opportunity - Prescriber

## Business Questions:

1. Are your potential targets segmented into the right categories?
2. Has your sales team been properly sized and deployed?
3. Can physician profiling and targeting be improved?
4. Is your sales force calling on the highest potential prescribers?
5. Does your sales force have the detailed and accurate information it needs to achieve sales goals?
6. Are sales activities generating expected results?
7. Can you easily determine the effectiveness of promotional activities in terms of prescriber behavior?
8. To what extent are you tracking the effectiveness of sampling strategy?



# Recognizing an Opportunity - Prescriber

**Problems: *Do you have any problems because...***

1. Market data is not defined at a level that can more effectively impact your business decisions?
2. You are missing significant physician segments within the market that you have not had access to?
3. You don't receive your data at a frequency that supports your functional operations?



# Recognizing an Opportunity - Prescriber

## Solutions: *What if you were able to...*

1. Establish a more highly effective sales force alignment and sales structure?
2. Segment your potential targets into more discrete categories?
3. Establish a more effective call plan for your sales force?
4. Gain more insight into prescribing behavior to target more effectively and to tailor the messaging approach appropriately?
5. Evaluate prescriber call responses and perform promotion analysis?
6. More effectively pursue market opportunities for your sales force?
7. More easily drive the alignment and integration of Sales and Marketing information by utilizing a single source of your sales information?



# Recognizing an Opportunity - Prescriber

**Value: *What is it worth for you to...***

1. Have the most effective sales force structure?
2. Maximize your sales force productivity?
3. Save promotional sales force investment by optimizing call plans and reducing sample waste?
4. Provide more actionable feedback to your sales and sales management teams?



# Recognizing an Opportunity - Prescriber

## Buyers:

- Economic Buyer (Ultimate Decision Maker) - typically parties responsible for the Sales Operations activities and reporting in some manner through to Commercial Operations
- User Buyers (Uses the solution)
  - Sales
  - Sales Operations
  - Sales Analysis
  - Market Research/Marketing/Brand Management
- Technical Buyers (Assess solution on pre-defined criteria)
  - IT
  - Contracts
  - Legal
  - Purchasing





# Recognizing an Opportunity - Prescriber

## Product Description:

*Source Prescriber* is a prescriber-level product that reports monthly projected prescription and/or mail order detail to assist you in identifying the highest yield prescribers in your targeting, profiling and segmentation efforts.



# Recognizing an Opportunity - Prescriber

## Qualification Questions:

- Are you ready to add more detail and insight into your decision-making process?
- Are you ready to make structural and resource changes based upon new and better insight?
- Is this the appropriate time within your cycle to preview the information?



# Value Proposition - Prescriber

## Source Prescriber

- Provides an incomparable depiction of the prescription drug marketplace by reporting the prescription volumes dispensed through Retail Pharmacy and/or Mail Order Service pharmacies
- Volume is reported by prescriber and product within the customer's defined market
- The comprehensiveness and reported characteristics of the prescription volume provide timely and effective business decision-making support for optimizing field force productivity and effectiveness



# Product Overview - Prescriber

## Product Overview

- Prescriber is an extract of prescription records from the Source Retail and/or Source MailMax Prescription Databases\*\*
  - Source Retail Prescription database has assimilated over 80% of the actual prescription volume dispensed within Retail pharmacy businesses and subsequently projected to represent 100% of the retail dispensed volume
  - Source MailMax database has assimilated over 60% of the actual prescription volume dispensed within Mail Service pharmacy businesses and subsequently projected to represent 100% of the mail service dispensed volume

\*\* Details included in training modules for Source Retail and Source MailMax



# Features - Prescriber

- Extract is based upon client specific parameters
  - Data reported by client-defined market(s) and products of interest including sub-totals and total market aggregations
  - Client specific universe of physicians is reported based on contracted data agents\*\*
- Deliverables include:
  - Monthly projected retail and mail order, separately or combined (projected mail order is standard, however client can select unprojected)
  - Presents rolling 24 months of prescription data
  - Can be delivered no later than 30 days after the close of the data month with accelerated timelines available
  - A demographic file outlining name, address, specialty, call status, etc. of the prescribers is presented in a separate file upon request
    - Call file and territory alignment files can be utilized to place the prescriber in specific addresses and/or territories. It can also provide a call status indicator.
- Metrics and Attributes can include:
  - NRx counts, quantity, and or dollars
  - TRx counts, quantity, and or dollars

\*\* Please refer to Data Agent Training Module



# Features - ePrescriber

- Prescriber deliverable which can be sent directly to field sales and/or the home office via e-mail, internet, and/or alternate delivery technologies including interactive CD
- Provides formatted reports in Excel
  - Options include selection of products to be reported
  - Utilizes client-defined geography to segment reports to each geographic representative



ABC Company  
Prescriber  
NRx Count

Area	Call Status	Spec	Product	July-08	June-08	May-08	April-08	March-08
Territory 1010101 - Total Susan Clark			DRUG A	20	23	27	15	21
			DRUG B	64	65	68	59	55
			DRUG C	178	198	202	164	174
			DRUG D	2	1	7	11	12
CLARKE, LOUIS D MD 170 MAPLE AVE STE WHITE PLAINS, NY 10601- 0000 ME# 09999872227	T	PUD	DRUG A	3	0	0	0	1
			DRUG B	0	0	0	0	0
			DRUG C	6	3	6	5	5
			DRUG D	0	0	0	0	0
BERELLI, VALERIO MD 4 S AIRMONT RD SUFFERN, NY 10901- 0000 ME# 59999810408	S	IM	DRUG A	2	0	2	0	1
			DRUG B	0	0	0	0	1
			DRUG C	5	9	3	4	3
			DRUG D	0	0	0	0	2



# Features - Prescriber Profiles

- Prescriber-level prescription reporting with:
  - Relative ranking of prescribing habits versus other prescribers
    - Market Level Ratings (MLR)
    - Product Level Ratings (PLR)
      - Deciling
      - Quintiling
- Retail and/or mail order
- Client-defined market(s)
- 24 months of data
- Counts, quantity or cost for NRx and/or TRx
- Call file inclusions/exclusions
- Demographic data available in a separate file upon request



# Product Overview

## Things to remember.....

- Prescriber includes details on practitioners, not Hospital Outflow (prescriptions written on a Hospital DEA pad but filled within a retail or mail service pharmacy. Custom option available.)
- Data Agent contracts must be in place to receive demographic and fact data\*\*

\*\* Please refer to Data Agent Training Module





# Objection Handling - Prescriber

## How accurate is your prescriber level data?

The retail prescription sample is nearly 80% of the actual volume dispensed in the U.S. Over 98% of these prescription records have the writer identified. As a result the majority of the prescription volume at the prescriber level is absolute and only a small volume, by prescriber, includes the synthetic volume of projected data.

## Why shouldn't I use Prescriber for my compensation plan?

We don't recommend that you use Prescriber for your sales incentive compensation plan for two reasons:

1. Prescriber was designed to be used for targeting and segmentation, and includes "real-time" prescriber demographic information including the registration identifier, specialty and address. The product does not "freeze" history for use in a compensation plan.
2. Data is limited to the data agent contracts. So, clients who do not have all data agents contracted will not receive the full universe of prescribers.

Our Territory Manager product includes all data agents as data is presented at an aggregated level, and does offer the option to freeze history.

