

## Product Review Reprint # 310-02

### A Novel Approach to Communicating with Physicians

By John Mack

Physicians are spending less and less time with pharmaceutical sales representatives. Recent data quoted at sales effectiveness conferences suggest that 70% of physicians have policies to restrict sales rep access and that only 43% of calls by reps result in actual face-to-face meetings with physicians. When a sales rep actually does get to see a primary care physician, the call typically lasts less than 2 minutes, less than 30% of calls contain a product message, and less than 13% of messages—when delivered—are on target and recalled!

#### According to Michael J. Dwyer, VP Sales, Managed Care at Novo Nordisk Pharmaceuticals, sales reps may not get to see a physician for several reasons:

- Doctor is too busy
- Doctor has an emergency and is not in
- Doctor has a restrictive policy and does not see reps at that time or ever!
- Doctor has a conflict- sick, travel, vacation, on rounds.....
- Doctor saw their limit of reps for the day, i.e. 5 reps or some self-set limit
- Rep cannot wait for ever as they have another appointment
- Rep does not like to wait that long—i.e. in the rep's mind, no doctor is worth sitting around in a waiting room full of less than healthy people for more than 30 minutes.
- Some companies do not want reps to wait more than 30-45 minutes per office.

Clearly, pharma needs new techniques and tools to communicate with physicians to deliver the right message to the right physician and at the right time. A number of solutions have been proposed to address this issue and several have been reported on in this publication (see, for example, ["Finding the](#)

["Right Stuff" to Revitalize Sales Productivity](#)" and ["A Crisis in Professional Detailing"](#)).

#### Talk to Physicians Without Face-to-Face Meeting

MagicMedia Communications, a privately held company located in Downingtown, PA, has developed a novel way for pharmaceutical sales representatives to increase their effectiveness even if they cannot meet with the physician. It relies on a proprietary and patent-pending technology that enables the representative to "talk" to a doctor...even when face-to-face discussion is not possible!

MagicMedia Communications calls their product a "Multimedia Brochure.<sup>TM</sup>" It conveys a great deal of product information all in one neat, integrated package. Unlike a videotape, CD or DVD that all require external equipment to activate, the Multimedia Brochure is a self-contained device that adds sophisticated voice and audio capabilities to deliver a high-impact message when it is opened by a physician.

#### Customizable to a Quantity of One

Dave Ferenchick, President of MagicMedia Communications, says "This product may be completely customized down to a quantity of one. Therefore, technical information can be tailored to each medical specialty, and even personalized for each individual doctor." Imagine a recorded message that addresses the physician by name!

Customization options include:

- Can be individually personalized for sales reps and/or doctors
- Message can be recorded on-the-spot or remotely
- Technical information may be tailored to each medical specialty
- Reinforce key points from physician thought leaders
- Unique targeting opportunities

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MagicMedia Communications finds that clients like the option of distributing Multimedia Brochures as a direct mail piece to hard-to-see or “no-see” physicians. “Talking” to docs using this technique can differentiate your reps and product and possibly pave the way for a productive follow-up visit by a rep.

**Flexible Tool**

Aside from use as a direct-mail piece, this new marketing tool can be used for a new product launch, new indication, [Key Opinion Leader](#) messaging, for physician education, and even as a patient compliance tool that physicians can give to their patients with the physician’s own personalized message.

Multimedia Brochures are good for capturing the of product information. The front cover is a billboard with product photos and logos. Drug samples may be included in a back panel and there is a clear pocket for the package insert. MagicMedia’s digital printing fabrication process allows prescribing and other product information to be formatted into a 2, 4, or 6-panel fold-out which is part of the package.

**Measurable Results**

MagicMedia Communications is working with IMS, a leading provider of information solutions to the pharmaceutical and healthcare industries, to offer clients an ROI assessment of the impact of this new communications program on the prescribing behavior of targeted physicians.

Ferenchick is enthusiastic about the prospects for this technology. “We developed a completely new way for pharmaceutical companies and their sales reps to communicate with doctors and break through the clutter of traditional marketing,” claimed Ferenchick. “Directors and product managers from over 25 brand teams all agree that they have not seen anything like it.”

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