

Poland

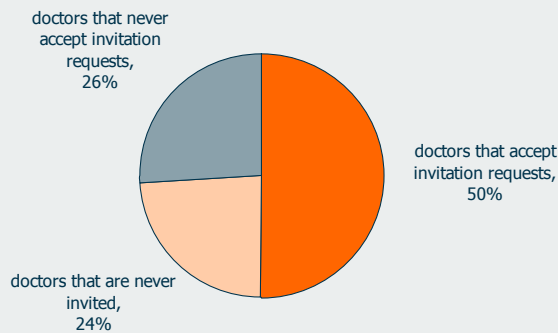
RepInsight, a modern tool for successful SFE' monitoring Methodological Implications

Healthcare is an industry with an imperative need for accurate, timely and reliable information which is the essence of successful decision making in the pharmaceutical sector. Today's fast pace of change in the promotional messages left by the reps from pharmaceutical companies is reflected in the wide range of such messages, the greater weight of quality of the message at the cost of visit frequency, the trend to shorten the average length of visit and the unwillingness of doctors to participate in SFE (Sales Force Effectiveness) telephone surveys. All these factors have an influence and, as a result, lead to a need for modifications of the traditional methods used to monitor this leading form of promotional activity carried out by pharmaceutical companies.

According to the survey conducted by GfK Polonia Healthcare in February 2008 among 206 GPs, only 50% of doctors always participate in telephone SFE surveys whilst 26% of doctors invited to the telephone SFE surveys accept the invitation sometimes and 24% of them accept the invitation regularly.

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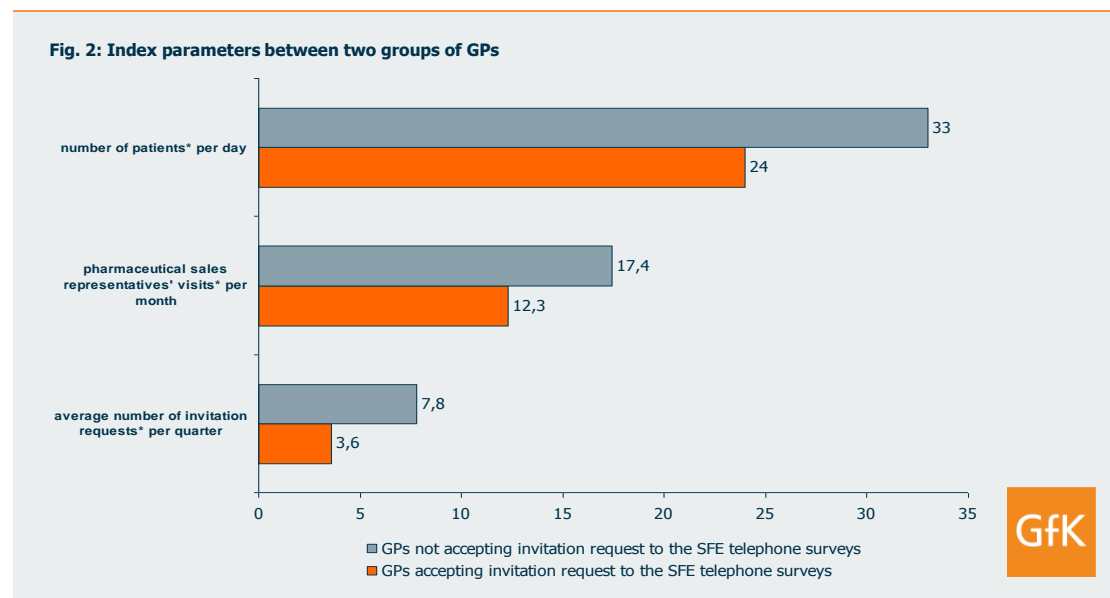
Fig. 1: Percentage of GPs participating in telephone SFE surveys



Taking into consideration the promotional aspect, we must realize that telephone surveys dealing with SFE tend to attract doctors whose responses may be of less significance. Although the GPs who accept the invitation have been practising as long as the GPs who do not accept invitations to join SFE surveys, they tend to be characterized by smaller numbers of patients (24 patients per day as opposed to 33 patients per day) and, more especially, by fewer visits by pharmaceutical sales reps (average 12.3 rep visits per month compared to 17.4 rep visits).

Their disinclination to take part in telephone SFE surveys reflects their attitudes. In the opinion of 90% of the GPs who participate in telephone SFE surveys, the surveys disturb their working time and are relatively time-consuming. Lack of time and the inconvenient hours at which interviews are carried out in combination with superficial answers undoubtedly influences the low opinion of the value of this evaluation of the effectiveness of the sales reps that is expressed by 71% of GPs participating in telephone SFE surveys.

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All these circumstances mean that it is essential that a modern research tool enabling fast and precise analysis of promotional messages and pharmaceutical sales representative's efficiency be employed.

RepInsight, the GfK tool for measuring the perception of sales reps calls, meets the needs of a dynamic healthcare system by facilitating regular monitoring of sales force activity. Moreover, it provides a detailed analysis of promotional messages and explores the message value to the doctors. Data can be made available on a weekly basis. The doctors who participate in RepInsight surveys are enthusiastic about this method of collecting data, as it is less time-consuming and they are able to choose a convenient time to answer the questions.

RepInsight is the right tool and source of information for successful decision making in your pharmaceutical sector.



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