

Web Tele-Detailer Platform for Sunovion Pharmaceuticals



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CHALLENGE:

Gaining access to physicians is difficult due to the greater demands on their time and healthcare institution policies that restrict pharma company access. In fact, sales rep access to doctors is at an all-time low, with accessible prescribers down from 77% in 2008 to 51% in 2014.¹

Sunovion Pharmaceuticals needed a tool to increase sales rep access to physicians in a restrictive environment where many healthcare professionals would rather receive the latest news and communicate with pharma companies via various digital channels and their mobile devices.

Viscira was challenged to help Sunovion deepen the relationship between its tele-sales representatives and health care professionals (HCPs) during phone-based sales calls in which the current engagement was only 1 to 2 minutes per call (in line with industry averages).

SOLUTION:

Viscira developed an innovative yet intuitive, web-based tele-detailer platform to allow tele-sales representatives to tell a full brand story via a web-based, interactive visual aid. The Sunovion tele-detail platform offers many key features and benefits for the sales force:

- Provides an interactive experience for HCPs and their treatment teams to view key selling messages, as well as fair balance and product safety warnings, while having a phone conversation with a sales rep.
- Does not require users to download the information to their own device in order to participate. The platform is optimized for viewing on a smartphone, tablet, and traditional laptop/desktop computer.
- Includes dynamic visuals, animated chart and graph builds, and 3D images and models, all contributing to a more interactive and richer understanding of the brand information being communicated.
- The platform's interaction design includes a one-step login process and features an easy-to-use, intuitive interface that allows sales reps to quickly access the relevant product information and interact with the sell sheet content.

RESULTS:

The tool was extremely well-received by the client's tele-sales force allowing Sunovion to significantly increase physician access as well as gain efficiencies with physician reach (see metrics section below). The tool is so successful that it has expanded from one pilot brand to four major Sunovion brands.

Below are representative samples of the qualitative feedback Viscira received from the client's telephone sales team members:

"I am happy to say that we have already been able to detail two offices today using the platform and the feedback has been positive! Thank you to everyone who helped with this project; it will definitely make a difference in how the tele-sales channel interacts with targeted prescribers and their medical staff!"

"It was a great conversation; I had my customer on the phone for 15 minutes."

"[The health care professional] was very receptive to staying on the line with me. I was actually shocked by how long she was on the phone with me. The total call was about 10 minutes. She liked the ease of use to get on the site and that it was easy to navigate."

METRICS:

The web-based tele-detailer platform provides tele-sales reps with an engaging visual tool that increases call times and creates a deeper level of engagement as measured by the following statistics:

- Field-based reps at Sunovion are generally able to access ~100 physicians each. The tele-detailer reps, with support of the new platform, are able to access ~1,500 physicians each.
- After the launch of the new tele-detailer platform, sales call times have increased from an average of 1-2 minutes to almost 8 minutes.
- With the Viscira tele-detailer platform, almost 20% of the sales calls are between 15 and 30 minutes long.