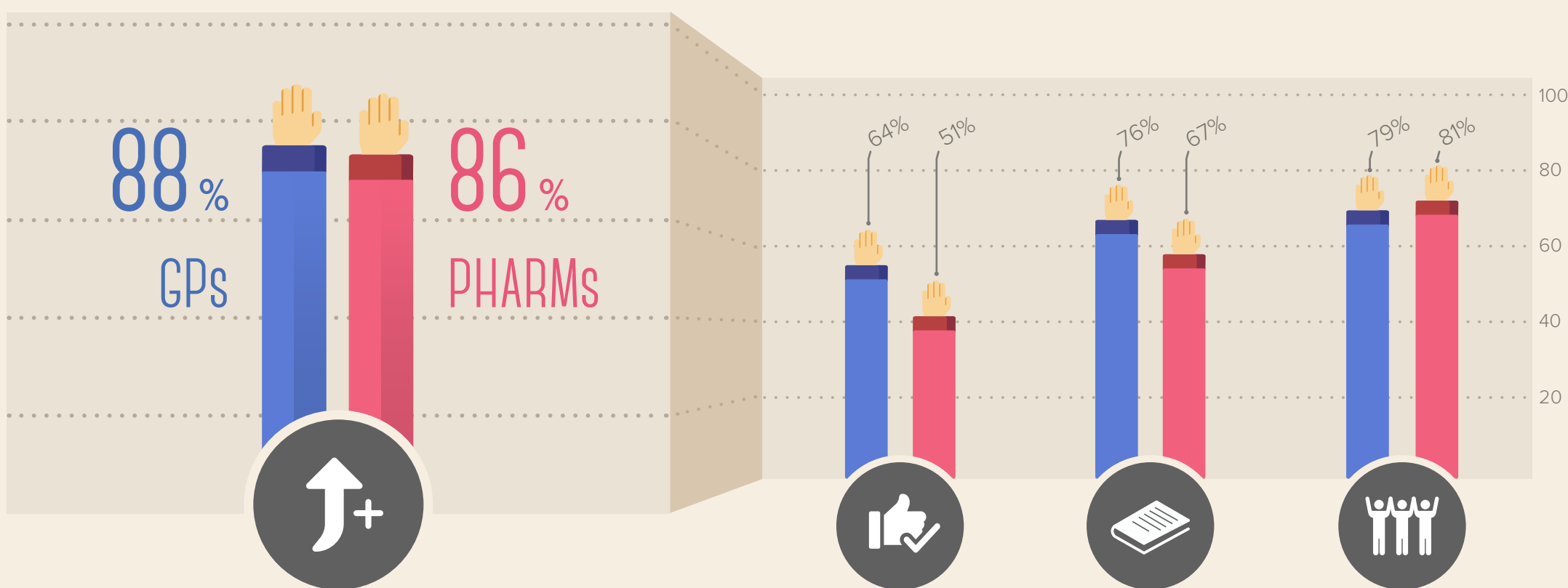


FACTORS INFLUENCING DETAILING SUCCESS

We polled Canadian General Practitioners (GPs) and Pharmacists (Pharms) on their willingness to see sales representatives, the effect detailing has on their behaviour, and what companies can do to improve the overall experience.



Agree that sales reps add value to their practice and aid in better treating their patients. In addition, sales reps also positively influence their...

Willingness to use a product

Knowledge of a product

Knowledge of additional support offered by manufacturer

BUT

Roughly half of all physicians and pharmacists say they feel overwhelmed with requests on their time from sales reps.



THE CHALLENGE

31%

GPs + PHARMS

Turn away **half** of rep visits.

44%

GPs

Routinely restrict sales rep access.

27%

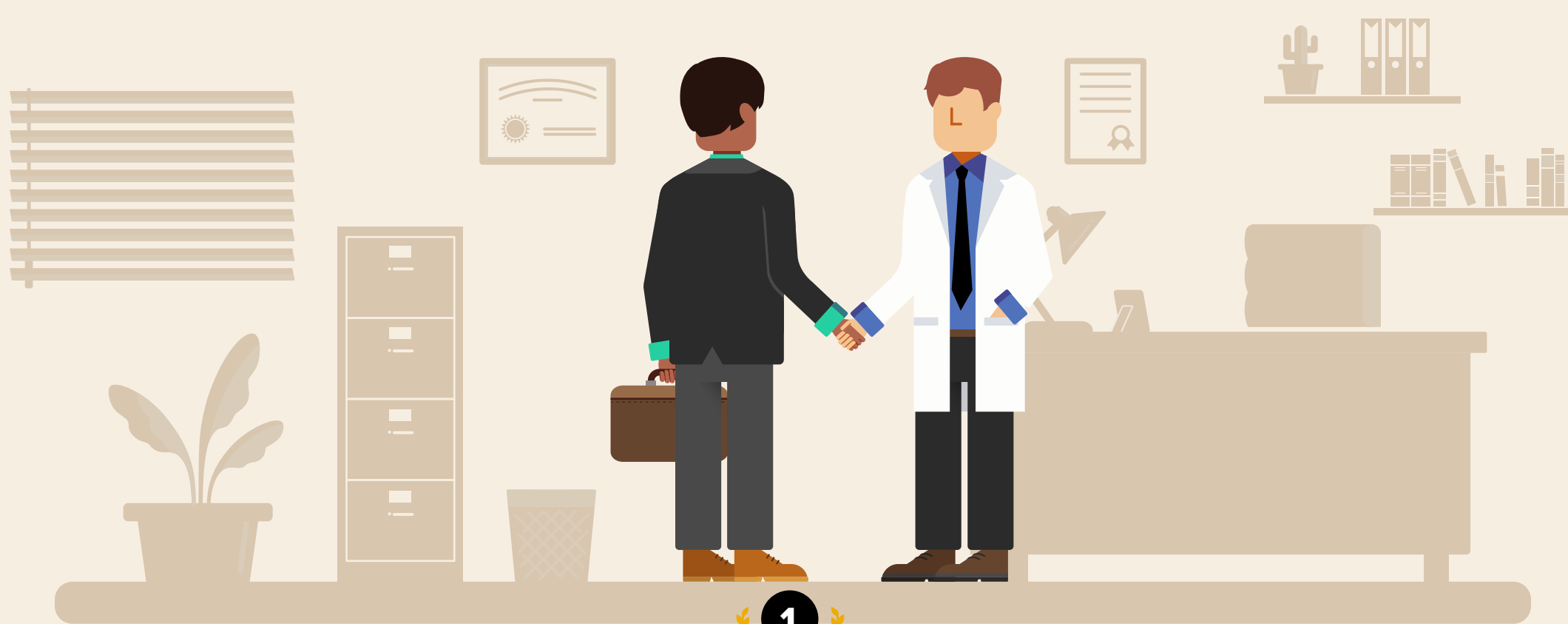
PHARMS

THE SOLUTION

The majority of GPs and pharmacists agree they are willing to give more of their time for a detail that is **engaging, educational, and impactful**.



So what factors contribute to a successful detailing session?



1

Sales rep relationship

88% GPs | 87% Pharms



2

Knowledge and expertise
83% GPs | 81% Pharms



3

Information on new products
77% GPs | 76% Pharms



4

Access to further education
54% GPs | 52% Pharms

GPs place a greater value on samples, with 75% considering it a factor in a successful detail, versus 29% of pharmacists.

At this time, few GPs and pharmacists consider digital access to product info or sales rep a contributing factor in successful detailing.