

Pharmaceutical companies are now realizing that success in today's highly technical and competitive marketplace requires marketing strategies that include online programs that are complimentary to their offline programs. These online strategies must go beyond simply promoting the company, product and services, and increasing brand awareness. They need to reach out to busy physicians on the proper uses and benefits of medications and therapies.

With many doctors now granting only selective access and a few minutes of their time to pharmaceutical representatives, face-to-face marketing strategies are more challenging than ever. In fact, representatives in a recent survey confirmed that their time with doctors is less than two minutes mostly in the hallway, standing up, or sign-and-run sample calls.

Pharmaceutical companies are starting to migrate to the Internet to enhance their marketing strategies for educating and informing physicians. But some pharmaceutical companies are learning that not all online marketing programs are designed to build their brand or their market share. In reality, these programs are designed to commingle the brands of several competing companies, all with the underlying motive of promoting and building the business of the providing company, not the pharmaceutical company.

At Digiener,<sup>™</sup> we know that your online marketing strategies need to focus on your products and services, and help you generate income and increase the market cap of your company and your brand. Done properly, these online strategies can greatly enhance your offline strategies.

One such online marketing strategy that has proven to be successful in recent months is online detailing. In fact, early results of one company using online detailing reported a four-fold increase in the average length of a physician detail call and a five-fold increase in the number of effective detail calls a sales rep can make in a day.

It's no surprise considering that statistics from a recent Datamonitor study show 90 percent of all MDs are online (55 percent are daily users). And these same physicians report wanting Internet-based detailing on demand, yet only three percent have been offered eDetailing.

## **The Future of Detailing**

The pharmaceutical industry spends an estimated \$7 billion annually on educating physicians on the proper uses, benefits, as well as new indications of drugs. This is clearly the single largest marketing and selling expense for pharmaceutical companies.

Detailing traditionally begins with a pharmaceutical representative setting an appointment to spend a few precious minutes with the doctor. And despite an estimated \$250 spent on *each* detailing call, a typical visit is less than two minutes long. Plus, many representatives claim that they often wait in a physician's office for hours only to have their appointment rescheduled or cancelled – or the spent time with physicians is between 10 to 15 seconds, and it's usually standing up in the hallway!

# Nelson eDetailing

Digineer realizes that traditional face-to-face contact with physicians is a must in the industry. We also know that the Internet promises a more effective and efficient method to enhance the detailing process. That's why we, through a strategic alliance with Nelson eHealth Group, offer **Nelson eDetailing** for pharmaceutical companies around the world.

## **How can eDetailing help?**

Digineer's new state-of-the-art online detailing program helps pharmaceutical representatives educate physicians more effectively and efficiently.

Nelson eDetailing is designed to enhance traditional detailing by offering virtual dialogue and visits with physicians, creating a more efficient follow up for your representatives. These virtual visits allow your representatives the ability to thoroughly discuss your products using verbal and visual descriptions, instead of the quick "in the hallway" monologue that typically occurs.

Your representatives can also increase the number of contacts they have with physicians each year. And with every contact with a physician, your representatives can provide more detailed sales materials with the addition of rich media such as video streaming and online presentations. Time-starved physicians can examine the information at their leisure, typically during non-office hours, and even order samples of the drug when it's convenient for them.

Studies have shown that physicians gain a much deeper understanding of the drug with eDetailing. And with a deeper understanding, they're better prepared to educate and prescribe your medications and therapies to their patients.

## **Isn't it time you considered eDetailing?**

**For an initial discussion on Nelson eDetailing and how it can enhance your marketing strategies, contact Digineer at 1-800-453-9273, or send us an email at [info@digineer.com](mailto:info@digineer.com).**

## **About Digineer**

Digineer is the leading provider of technology enhanced business and clinical solutions for clients throughout the global healthcare industry.

The company maintains separate divisions independently dedicated to the pharmaceutical, healthcare providers, healthcare manufacturers and distributors, and healthcare payer sectors. When developing solutions for their clients, these divisions call on the specialized talents of Digineer professionals ranging from strategic planners and software engineers to researchers and graphic designers.

Founded by Robert Beech in 1986, Digineer is based on a 15-acre campus in the Cincinnati suburb of Mason, Ohio. Noted healthcare industry leaders from around the world have drawn on Digineer expertise. More information is available at [www.digineer.com](http://www.digineer.com).



# Nelson eDetailing

## **About Nelson eHealth Group**

Nelson eHealth Group (NeHG) offers unique products and services that use transformational Internet technologies to deliver superior results for pharmaceutical companies. NeHG helps their clients transform the connectivity to their customers – throughout the healthcare industry.

NeHG helps leading pharmaceutical companies address some of the most important issues facing the industry today:

- Launching a new brand or reinvigorating an existing brand.
- Switching a drug from Rx to OTC.
- Driving customer loyalty.
- Protecting customer privacy.
- Improving patient adherence.
- Selling to physicians more effectively.

For more information about Nelson eHealth Group, visit [www.nehg.com](http://www.nehg.com).