

PUSHING FOR BRAND LEADERSHIP

Improving access to healthcare professionals: a hybrid team approach

CUSTOMER CHALLENGES

Additional access to healthcare professionals



- Facing pressure from competitors, our customer required sales team support to gain access to approximately 8,000 healthcare professionals
- Contact with busy healthcare professionals was required every eight weeks in order to achieve customer targets

IQVIA SOLUTIONS

A hybrid team approach



- IQVIA[™] provided the client with a team of 11 hybrid and two virtual sales representatives
- The 11 hybrid representatives **spent two days per week** in a face-to-face role and **three days per week** in a virtual role



- The two virtual-only reps were tasked with covering targets in as-yet uncovered geographies
- The team's objective was to deliver nine face-to-face meetings or 50 virtual calls a day over five, eight-week cycles

A hybrid team includes a combination of hybrid and virtual reps:

- Hybrid reps perform a mixture of face-to-face and virtual calls
- Virtual reps only perform virtual calls

RESULTS

Pushing for brand leadership

• Over the course of 40 weeks, the sales team delivered tens of thousands of face-to-face and virtual calls

Right from the first cycle, **the IQVIA team consistently outperformed on the agreed performance measures by more than 15%**

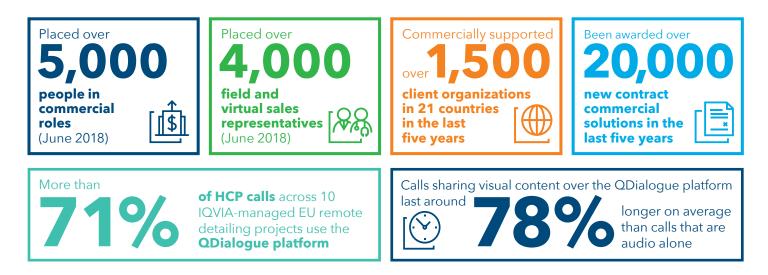
IQVIA's transformative technology **boosted sales force effectiveness**



With continued support, sales improved across the majority of territories and the brand achieved the number one recommended product in their category

OUTCOME

Following a highly successful project, the customer extended our services into a second year



CONTACT US

To see how IQVIA is evolving outsourcing and how we can help you achieve your commercial outcomes.