

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

Placed over **5,000** people in commercial roles (June 2018)

Placed over **4,000** field and virtual sales representatives (June 2018)

Commercially supported over **1,500** client organizations in 21 countries in the last five years

Been awarded over **20,000** new contract commercial solutions in the last five years

More than **71%** of HCP calls across 10 IQVIA-managed EU remote detailing projects use the QDialogue platform

Calls sharing visual content over the QDialogue platform last around **78%** longer on average than calls that are audio alone

CONTACT US

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

Visit iqvia.com or contact us on commercial@iqvia.com