



**How FForce eDetailing helped one of the leading Pharma Company to transform its traditional detailing practice**

## **Industry background**

Our client is one of the fastest growing Pharmaceutical Company of India, spreading its network across the world. It has its registered offices in UK, USA, India and Ghana to strategically cater demand of these continents.

It's catering in the area of skin disorders, nutritional products for women and children's health, neurological disorder and bone care.

## **Business situation**

As like others our client also wanted to influence the KOL's (Key Opinion Leaders) who were physicians and doctors for more share in prescription but not getting the milage with the traditional approach of detailing.

## Business complexities

- Need to manage huge team of medical reps
- Increasing traveling and admin cost
- Unable to track medical reps on the field
- MR's find difficulties in customizing content
- Unable to get real time in clinic feedback
- Unable to differentiate from competitors
- High attrition rate

So our client started looking for eDetailing options available in the market to transform their traditional approach and add "e" into it.

## Solution overview

After screening multiple options our client finally adopted FForce eDetailing because of its rich expertise in Pharma domain, young experienced team and dedicated 24/7 service.

FForce eDetailing empowers our client to create a differentiate identity in front of the KOL's in this highly competitive era. Our client equipped their medical reps with Ipad's loaded with all the necessary information in digital format e.g. multimedia presentations, dossiers in the form of PDF's, info graphics, videos etc.

In spite of waiting long hours in the queue now they work on prefixed appointments, inviting doctors, physicians for webinars, created forums for open discussions between multiple doctors and physicians.

FForce eDetailing comes with various add-ons like:

- Doctors/products profile management
- Tour plan, DCR submission
- Expense submission
- In clinic briefing
- Sample order booking
- Quiz for keeping the MR's updated

FForce eDetailing allows our client to get the root of the conversation, and provide the exact content that their physicians are looking to learn.

## Benefits of upgrade

- Real time tracking of MR's in clinic activity
- Real time capture of feedback
- Effective profile management of doctors and physicians
- Targeted emailing, sample ordering, customized product presentation, webinars, small detailing videos, etc.
- To-the-point information with 24/7 availability
- Save time/cost/efforts
- Fully secure and controlled as per hierarchy
- Enhance brand image and visibility

# Are you ready to upgrade?

For more details or **DEMO** write us at: [sarjen@sarjen.com](mailto:sarjen@sarjen.com)