

SHARE OF VOICE MATTERS



IMAGINE THIS:

- A large pharma client's neurology portfolio of 5 well-known, historically promotionally sensitive brands were either in a genericized market or not detailed to providers
- Due to the client's shifting priorities, these products were deemed non-strategic and lacked the reach & frequency required to maintain TRx volume
- Underpromotion, coupled with lack of managed markets support, resulted in a significant decline in sales

THE SOLUTION:

- Deploy a dedicated team to relaunch all 5 brands
- Build and deliver a new training and development program
- Recruit, hire and train new sales reps exclusively dedicated to promoting the portfolio in active territories and white space (via telesales)
- Appoint Key Account Manager to improve market access and implement tactics to reduce pharmacy conversions
- Launch a Vacancy Management Program to maintain TRx and nurture HCP relationships
- Establish a steering committee to meet twice a year to review strategy, identify new opportunities and optimize the program

RESULTING IN:

- Sales growth of \$44M (products had declined by \$50M prior to promotion)
- Prorated 2019 numbers are showing over \$100M growth
- \$11.3M annual investment resulted in 4:1 ROI in year 1 and 10:1 in year 2