

Inside Sales Team Maintain TRX Growth During LOE and Competitor Launches

SITUATION

- Mid-sized pharmaceutical company with psychiatry / CNS product nearing loss of exclusivity
- Need to mitigate competition from two major competitor launches
- Desire to maintain TRX growth and market share against competitor products
- Increasing field vacancies in high value HCP areas driven by impending loss of exclusivity

STRATEGY

- Leverage the power of multichannel targeting by using Amplity inside sales reps to target key customers in collaboration with client field reps
- Utilize inside sales reps to mitigate the impact of field rep vacancies in target areas
- Senior ISR covering high value targets and customers in decline
- Sample lower value targets in vacant territories and provide updated, accurate contact information for targeted offices

RESULTS

- Maintained or grew market share, significantly mitigating the impact of competitors growth
- Maintained TRX growth momentum
- Market share in territory covered by ISR increased from 7.95% - 8.06% vs the control which decreased from 6.89% to 6.43%

ISR Impact on Vacant Territory

