

Large Scale Embedded Team

SITUATION

- ◆ Top-five global healthcare company launching cardiovascular product
- ◆ Amplity selected to enhance share of voice for Primary Care audience
- ◆ Client decided to add an outsourced field sales team to supplement the original launch sales assets

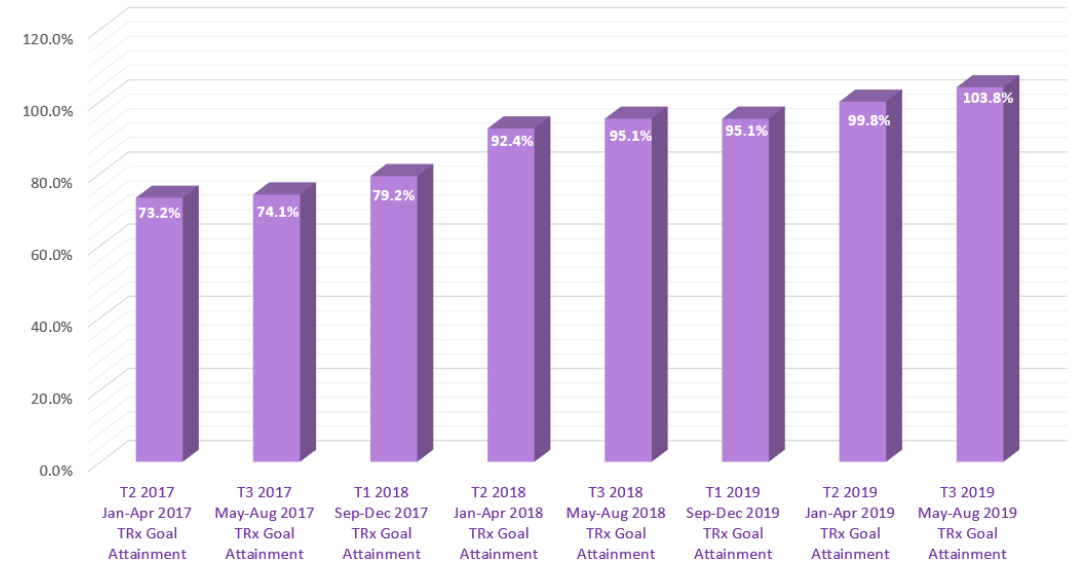
STRATEGY

- ◆ Increase share of voice with supplemental salesforce of 400 with experience to enable a high degree of credibility with peer-to-peer interactions
- ◆ Executed sales force effectiveness and target strategy to Primary Care Physicians

RESULTS

- ◆ Combined company sales efforts resulted in substantial, sustained increase in TRx growth over 3 years resulting in 4 annual contract extensions

2017 - 2019 TRx Goal Attainment by Trimester



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Source: Monthly TRx Sales Performance Reports

