

Special Supplement: eDetailing



Many experts think that eDetailing fits the bill for a solution to declining physician marketing ROI. This Special Supplement to Pharma Marketing News brings together in one convenient document several topics and case studies on eDetailing and ePromotion to physicians.

The resultant collective wisdom of many experts both inside pharmaceutical companies and outside provide a frank assessment of the role and impact of eDetailing on physician marketing as well as the challenges that lie ahead.

Table of Contents (partial)

- eDetailing Strategies for a Higher Physician Response
- The Impact of eDetailing
- Why Pharma Can't Ignore eDetailers
- Optimizing eDetailing ROI
- Beyond the eDetail: Evolving to Educate
- eDetailing: Yesterday, Today and Tomorrow
- The Future of eDetailing
- Intelligent Online Sampling Strategies
- Four Case Studies

\$ 19.95

PDF file will be delivered to you by email upon receipt of payment.

E-mail address to send file to: _____

PAYMENT METHOD:

Check Enclosed (payable to VirSci Corporation)

PAYMENT MUST BE MADE IN US\$ DRAWN AGAINST A US BANK

Credit Card Information

Credit Card: MasterCard VISA AMEX Discover

Card Number: _____

Expiration Date: ____ / ____ (Month/Year)

Name on Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature

More info and order info online at: <http://www.pharma-mkting.com/news/PMNSupplementEdetail.htm>

Fax to: 1-215-504-5739

or

Send to: **VirSci Corporation**
PO Box 760
Newtown, PA 18940

Contact us:

1-215-504-4164

www.pharma-mkting.com

infovirsci@virsci.com