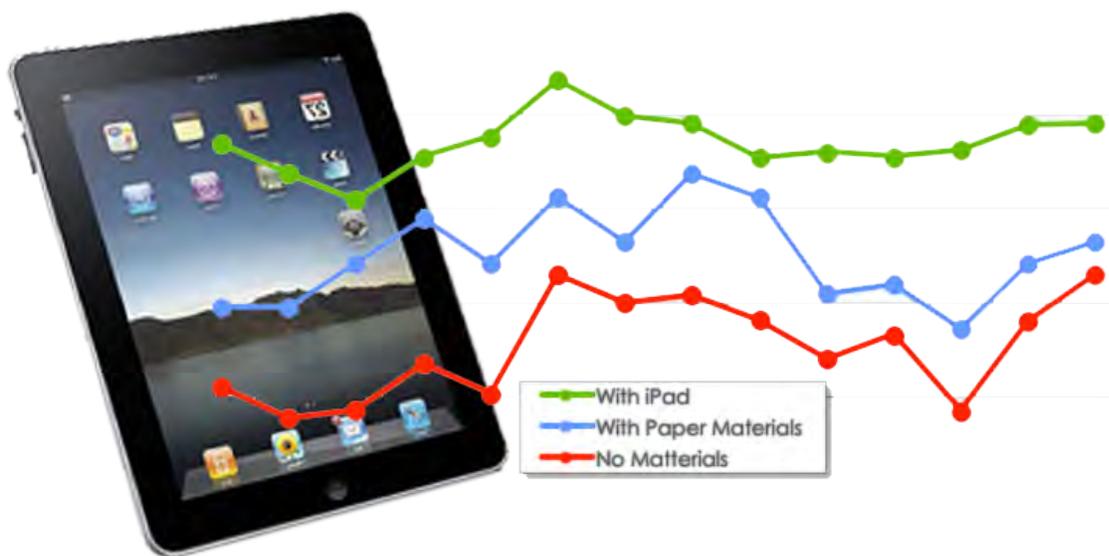




How is the iPad an Effective Delivery Platform for Medical Sales Professionals?

MD Mindset Benchmarks & Tracks the Impact of iPad Use on Messaging Effectiveness & Delivery

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There's no denying that the iPad dominates the tablet computer market. Over 84 million iPads have been sold prior to the introduction of the iPad Mini. Apple said it sold three million units of its new iPad Mini and fourth-generation iPad in the three days following the launch of the Mini.

Physicians have been especially fond of the iPad. In a recent survey, MD Mindset®, a leading life sciences marketing intelligence firm, founded by doctors and marketing professionals, found that 51% of doctors own and use an iPad. Even more incredible, over 90% of doctors aged 23-32 own an iPad, and many medical schools are issuing iPads to new students on day one!

All this has not gone unnoticed by the pharmaceutical industry, which was quick to purchase iPads and get them into the hands of their sales reps. MD Mindset reports, for example, that 92% of doctors who've seen a drug rep in person were treated to an iPad presentation in the past year!

How is the iPad an Effective Delivery Platform?

How is the iPad a proven effective sales message delivery platform? What impact does it have on a doctor's clinical and prescribing decision-making process?

These are questions that MD Mindset's proprietary iSFE Tracker™ methodology is designed to answer.

Recently, in a *Pharma Marketing Talk* podcast, Peter Shaw, MD, President and Jessica Labita, MBA, Vice President, Client Services, at MD Mindset, discussed benchmarking and tracking the impact of iPad use on sales rep messaging effectiveness and delivery. This article summarizes that discussion and presents some key findings of an MD Snapshot™ study performed by MD Mindset.

iSFE Tracker Case Study

Situation: The following case study reviews sales and marketing messaging effectiveness of sales professionals comparing how they perform when using no materials, paper materials, or iPad. The survey is based on 1,320 doctor:rep interactions in internal medicine and family practice. The survey was performed in Q2, 2012.

What: The data clearly shows that using paper materials is better than using no materials, but using the iPad gives a statistically significant improvement over paper.

The KPIs showing the greatest areas of improvement when using the iPad versus paper or nothing was seen around support of key messages, addressing HCP concerns, and the impact on clinician prescribing habits. In addition, a 10-15% improvement of HCP assessed performance was seen when sales professionals use the iPad. See Figure 1, below.

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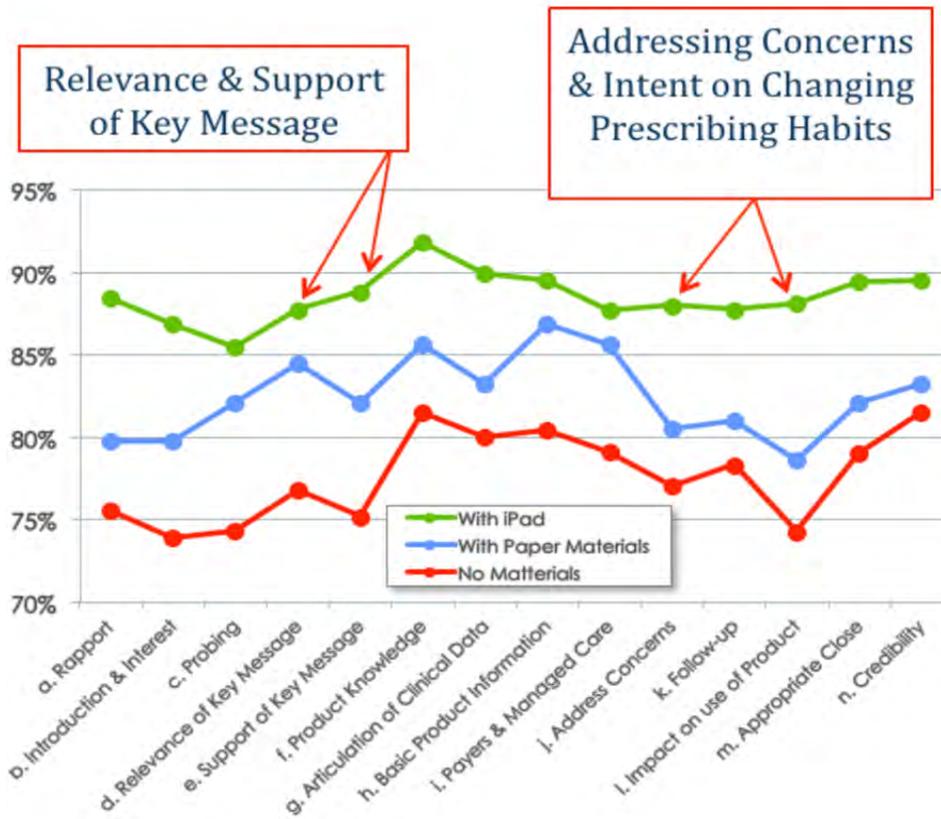


Figure 1. iSFE Tracker Case Study. Source: "Use of iPads by Pharmaceutical Sales Professionals" © MD Snapshot July 2012. Additional case study examples are available.

Request a copy of MD Mindset's iSFE Tracker White Paper: <http://bit.ly/MDScontact>



iSFE Tracker™ goes beyond traditional methods of assessing sales force effectiveness (SFE). It tracks both the proficiency of iPad use by medical sales professionals with target HCPs and the impact this method of information delivery has on the HCP's clinical and prescribing decision making. iSFE Tracker™ will provide valuable and actionable insights for sales training, benchmarking—both internally and against competitors—for sales leadership and, more importantly, key message effectiveness and the impact messaging has on the prescriber for Brand and Marketing.

"The idea for tracking iPad effectiveness really came out of the fact that for many years we've been tracking sales force effectiveness and marketing effectiveness by leveraging the network of doctors we have and getting real time data about the interaction that they have with medical sales professionals in their offices," said Peter Shaw, MD, President of MD Mindset. "It's not about message recall; it's about how effective the messages are at influencing the prescriber and the impact on their day-to-day clinical decisions."

MD Mindset has collected this kind of data for years based on over one million doctor-sales professional interactions.

"We noticed that when sales reps use the iPad, they were getting more face time with the physician," said Shaw. "Also, the physician's overall rating of the impact of those interactions went up. As a result, we started to develop the iSFE Tracker™ methodology by which we can actually track how the iPad impacted the performance of sales professionals with particular reference to the message that was being delivered, how it was delivered and the impact that message had on the physician's clinical and prescribing decision making."

iSFE Tracker™ data is unique because MD Mindset's peer-to-peer relationships means that they understand the complexity of measuring the iPad in the field as it aligns to the way that HCPs are trained to have clinical interactions with each other. Existing data sources quote hard factual data without giving any insight into why the iPad is different and why it has an impact on the HCPs decision-making process. By understanding these subtle, yet key differences marketing and sales will gain immediate and actionable intelligence that can be used to determine content and process when using the iPad. Because the iPad allows sales professionals to access data relevant to a particular HCP quickly, it expedites gaining "mental access".

Impact of the iPad on Messaging

The following is an edited, truncated transcript of the Pharma Marketing Talk podcast interview of Peter Shaw, MD, President and Jessica Labita, MBA, Vice President, Client Services, at MD Mindset. Listen to the entire audio archive (“Benchmark & Track the Impact of iPad Use on Messaging Effectiveness & Delivery”) here: <http://bit.ly/PMT177a>

John Mack: Is iSFE Tracker unique in the industry?



Peter Shaw

Peter Shaw: Well, most of the companies that we work with that use the iPad have means of tracking what their sales professionals are showing to their customers and how long they are spending on it. But we’re taking it one step further by surveying the doctors who are the recipients of this information delivery method. We track not only what was shown to them but how relevant the message was and what impact that message had on their clinical practice, including interactions with patients and their prescribing habits.

JM: What can pharma track with the iSFE Tracker that the iPad itself isn’t already tracking?



Jessica Labita

Jessica Labita: We have a whole set of key performance indicators (KPIs) that we’ve identified that are specific to the iPad and to the presentations on the iPad and how they’re being used by the reps and affecting credibility and message delivery.

For example, we have “staging” KPIs, which align to the pre-call planning process of the sales call, “navigating”

KPIs that align to the opening and closing process of the sales call, and “interactive” KPIs, which align to overcoming objections and to the closing portion of the sales call. Then there are the messaging skills, which obviously relate to the message and everything that’s being delivered by the rep that is relative to the specific specialty of the physicians (see Figure 2, below).

JM: I see how iSFE Tracker can help sales and marketing people internally build a business case to implement the iPad if they haven’t already done so.

JL: Yes. We would like to say that it would help them expand if they’ve already launched the iPad within their organization. Often, companies are piloting iPad use by a specific sales group within the organization. Then they’re going to want to extend that out to the rest of the sales force. The iSFE Tracker is a great way for them to do that because they can measure the impact of the iPad as it is currently being used by the pilot group against a control group that is not using it. That way, they can compare the KPIs between the two groups to see exactly where they’re performing better or worse depending on what they are doing before rolling iPads out to the rest of the field.

JM: Can a company use iSFE Tracker not only to measure their sales force internally, but also against their competitors?

JL: Yes! We already have some very interesting data collected in the first quarter of this year where we tracked a number of companies who are using the iPad and some who hadn’t implemented the iPad yet. We were able to share significant differences in performance and particularly with regard to impact of the messages between the two groups that we looked at. We can share some of this information with *Pharma Marketing News* readers if they’d like to contact us.

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Figure 2. Sales Call KPIs Measured by MD Mindset

Supporting Data at Rep's Fingertips

JM: Let's talk more about the message and how the iPad can affect the credibility of the message.

PS: So much is dependent on what the sales professional has available on the iPad as well as their own skills set and the flexibility and the ease of use of the device itself. Historically, reps have used print materials to back up messages and data that they presented. The iPad allows sales professionals to deliver information to a doctor in the same way that a doctor would deliver information to another doctor.

It's well known that sales professionals traditionally don't get very much face time with their customers. The majority of calls are under two minutes, which really means that a sales professional has between 60 and 90 seconds to gain the interest of the physician to show that they have something that may benefit their patients and to respond to a problem issue or a concern that the physician has.

The iPad has changed this. It allows the sales professional to very quickly target their messages for the relevant doctor providing they've done their pre-call planning. They can quickly support their messages with relevant clinical data just like a doctor presenting a clinical case to another doctor; that is, supporting it with lab results, x-ray results and data that are relevant to that case.

JL: Timely access to supporting data is really the main difference between the traditional sales aid and the iPad. Instead of fumbling through their bag to pull out different pieces of paper, reps can simply tap the screen and literally have the data at their fingertips to back up their messaging.

ROI Beats MLR Hassles

JM: It seems that kind of access to supporting data depends on the app running the show on the iPad. I understand a lot of companies are using the iPad to just display a PDF version of the print sales aid, which limits the interactivity.

PS: That's where we can share the difference in those that do just basically a transfer of paper into an electronic version versus what you're alluding to, which is making the presentation much more interactive, intuitive and logical.

Of course, there's a lot more medical legal and regulatory review to go through in order to do more than simply transfer already approved paper sales aids to a PDF running on the iPad. This means that implementation of a more interactive and intuitive iPad version is a big decision, which is precisely why we put together the business case that there is a return on the investment that makes it worth doing. It's really obvious almost from day one the impact that the iPad has on the way information is delivered to the doctors.

Pharma Marketing News



To learn more about iSFE Tracker™, request a copy of MD Mindset's iSFE Tracker White Paper and Case Study, by contacting us here: <http://bit.ly/MDScontact>

For a copy of MD Mindset's "iPad Use and Effectiveness Syndicated Data Report" visit our website at <http://mdmindset.com/syndicatedreports.html> or contact Jessica Labita at jlabita@mdmindset.com or call 908.603.8788 ext. 205.