Service Review

ePrints NRx for Physician Detailing
Reprints Desk's Solution to the Medical Marketing Blues
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As reported in the Wall Street Journal Blog, The number of physicians who were "rep-accessible," defined as meeting with at least 70% of salespeople who come calling, dropped by 18% from last year, according to sales and marketing consultants ZS Associates. A March, 2010 report by SK&A, noted that the percent of physicians who require or prefer appointments to see pharma sales reps has increased significantly in the past year, from 38.5 percent in December 2008 to 49.6 percent in December 2009.

Physicians Value Support Services
Given the increasing difficulty that sales reps have gaining access to busy physicians, it is more important than ever to offer value and not just sales pitches. Physicians are under pressure to deliver better patient care while complying with more restrictive budget constraints. They are looking for help to add value to their efforts to deliver good outcomes and satisfactory patient care. They expect appropriate help from sales reps as well as from other company personnel, such as medical liaisons, who provide important support services.

To meet these expectations, pharmaceutical companies need to coordinate and offer brand-related services, including:

- patient support materials,
- practice support,
- staff training,
- CME,
- connections with peers.

Journal Articles Highly Valued by Docs
A 2004 ACNielson survey revealed that 3 out of 4 (76.2 percent) of physicians identified medical journals as an important source of medical information, whereas only 46.5 percent identified pharmaceutical representatives as important. Articles published in peer-reviewed journals have a particularly high level of credibility among physicians. Such articles are important educational tools for pharmaceutical and other healthcare companies who communicate with medical professionals. Pharmaceutical companies have long taken advantage of these facts to make sure that reprints from medical journals are an integral part of the sales and marketing process.

"Presenting the science behind a drug or devices is the most effective way to make a case for why that drug or device should be chosen by physicians for the treatment of their patients," noted Scott Ahlberg, Head of Corporate Services at Reprints Desk, Inc., a business software and information services company that simplifies how research-intensive companies and other organizations procure, manage and share journal articles and other copyright-protected content. Ahlberg was a guest at a recent Pharma Marketing Talk show and podcast (see "Solving the Medical Marketing Blues"; http://bit.ly/b6RfEI).

ePrints NRx Solution
Reprints Desk recently announced the launch of ePrints NRx, a new scientific article collection service that simplifies the re-use of PDFs by medical marketers, brand managers, and sales professionals. The service, recently deployed for multiple Reprints Desk customers, provides these professionals with a copyright-compliant "plug and play" type of licensing solution for using multiple articles from multiple content sources in online portals, physician detailing and edetailing, and digital marketing initiatives.

"We've noticed recently that the ratio of electronic to reprint use of articles has definitely been increasing," said Ahlberg. "Electronic distribution of articles was surprisingly low just a few years back. We feel the value we are bringing is definitely contributing to the trend and making a difference."

 ePrints NRx is a service for anyone who needs to use a collection of scientific articles online or have the ability to deliver them electronically. Reprints Desk also assists marketing, medical affairs, and R&D departments in the distribution of reprints.

Managing Digital Rights
Anyone with experience working with ePrints has probably discovered that different publishers have different hosting services and different digital rights management terms and conditions related to their use. That creates a problem when you are working with a large collection of articles, which is often the case with pharmaceutical companies. "Even with just a few dozen articles you are likely to be dealing with four or five different publishers," said Christian Gray, Head of Business Development at Reprints Desk. Gray was also a guest at the above mentioned Pharma Marketing Talk podcast. "This could be a problem if one of your goals is to achieve a consistent user experience for accessing and downloading articles or for embedding those articles in a particular workflow. You need a consistent hosting process, which is part of what ePrints NRx does as well."

A big piece of the value that Reprints Desk offers to the pharmaceutical brand manager and marketing manager and in some cases the life science agency is that it is a single source to deal with all the copyright clearance across multiple publishers. "We

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also normalize or standardize what the access point will be so if it's going to be a hosted solution, we provide that technology," said Gray. "It reduces the need for additional IT support inside the enterprise."

Solving Persistent eChallenges

Reprints Desk's ePrints NRx service is designed to solve common and persistent challenges that have stalled the long-predicted surge in article ePrint usage in the pharmaceutical, biotechnology and medical device industries:

- Multiple points of contact for licensing
- Multiple user agreements
- Multiple invoices
- Lack of a consistent end user experience
- Different licensing terms and conditions
- Different ePrint hosting technology
- Unfriendly DRM – plugins, Mac incompatibility, etc.
- Lack of reporting
- No 3rd party software or systems integration

ePrints NRx Components

ePrints NRx service components include publisher relationship management and collaboration, annual or transactional licensing, workflow and technical requirements determinations, electronic content delivery or hosting for on-demand PDF downloads, reporting, and integration with third-party sales and marketing software services.

A few additional ways clients rely on Reprints Desk include:

- Expedited service levels made possible through direct publisher agreements
- Customizable reproduction with logo and product information
- Electronic eprint PDF hosting or delivery
- Custom storage, packaging and shipping options
- Print-on-demand and pay-as-you-go fulfillment
- Consolidated group or enterprise-wide reprint buying

Web Portal Integration for Immediate Article ePrint Downloads

Challenge:
- A Top-10 global pharmaceutical company planned to launch an online portal that would enable healthcare consumers to instantly download any number of article eprints made available from multiple publishing sources.
- The multiple content sources created a risk of inconsistent user experiences due to varying technical requirements, multiple terms and points of contact for licensing and invoicing, and technical issues from multiple digital rights management (DRM) and eprint hosting solutions.
- The company did not know how to proceed in order to overcome technical and budgetary issues in order to achieve a single user experience for immediate downloads from the online portal.

Solution:
- The company selected Reprints Desk as its article supplier.
- Reprints Desk consulted with the client free of charge to understand their article eprint usage and licensing needs, and collaborated with publishers to ensure the available content could be used as needed but within publisher guidelines.
- Reprints Desk proposed an "immediate download" ePrints NRx service configuration for the client wherein all article eprints had uniform licensing, the same no-plugin and Adobe-based DRM, and at a price that was within the project's 5-figure budget.

Results:
- Reprints Desk's ePrint NRx client deployed its public portal on time and within budget in 2010.
- Reprints Desk saved the client valuable time and money, and ensured the portal could launch "fully loaded" with the desired content.
- Portal visitors are able to access the collection of article eprints and learn about the science behind the pharmaceutical products.
- The portal was also copyright-compliant, ensuring participating publishers received royalties for their copyrighted works.
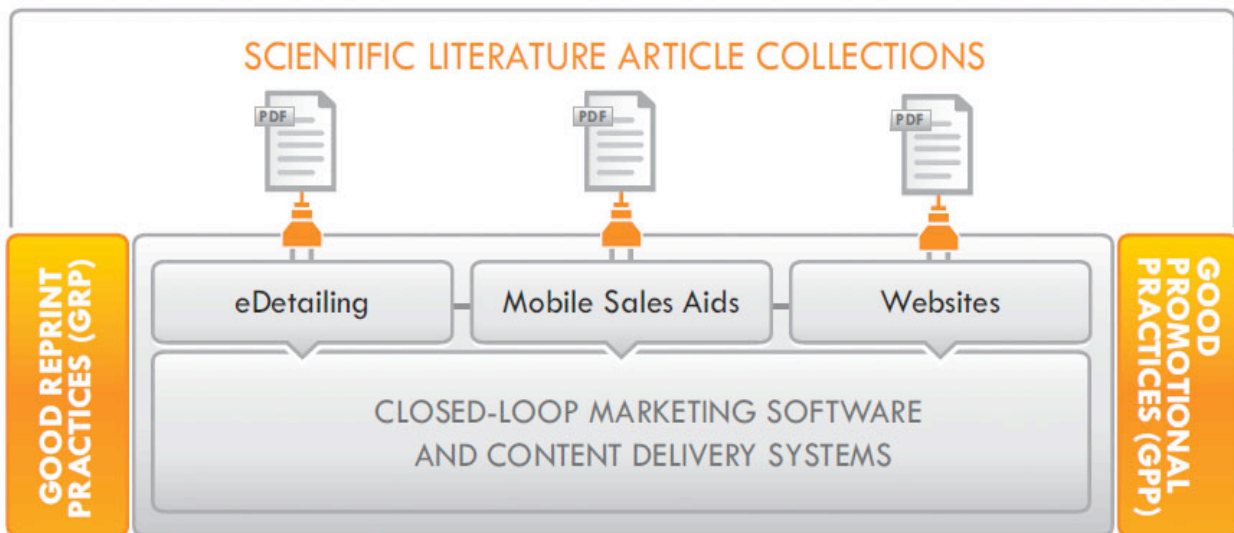
Figure 1. ePrints NRx is the Reprints Desk service that simplifies the licensing and deployment of PDF article collections so you can use scientific literature in physician detailing and edetailing, closed-loop marketing, and online portal development – for products, therapeutic areas, education and development, and more.

"With ePrints NRx, we assist our customers to make the articles do what they want them to do, that is, provide them in a way that meets their needs," said Ahlberg.

Good Reprint Practices

Keep in mind that sales reps distribute from a pre-cleared set of articles. Nothing is or should be going out that hasn't been cleared by the company's legal/regulatory people. "When you start talking about good reprint practices from an FDA perspective we support all the relevant policies," said Gray.

In January, 2009, the FDA issued new guidance on the distribution to physicians of medical journal articles (reprints) on "unapproved new uses of approved drugs" by Rx drug marketers and sales reps (see the "FDA Guidance Document"). According to this guidance, a drug company is able to disseminate scientific articles on unapproved uses as long as they are:

1. Published in peer-reviewed journals, not including supplements or other publications paid for by the manufacturer;

2. Not false or misleading;

3. Not abridged or summarized by the manufacturer;

4. Accompanied by approved labeling for product, by a bibliography of previously published studies of the unapproved use, and if the article has been called into question by

other articles, a representative article reaching different conclusions;

5. Distributed separately from promotional materials; and

6. Accompanied by a number of disclaimers and disclosures.

Reprints Desk has also formed an alliance with Prolifiq Software, a leading provider of sales content management software for the life sciences and other industries. Prolifiq simplifies the management and distribution of selling collateral, and embeds important compliance safeguards into sales communication workflows—in support of Good Reprint Practices and Good Promotional Practices.

ePrints NRx & Closed-Loop Marketing

ePrints NRx was developed as a result of collaboration between Reprints Desk, leading scientific, technical, and medical publishers, and two of the world's Top-10 pharmaceutical companies. The collaboration led to deployments of ePrints within a leading closed-loop marketing (CLM) solution and an online portal for healthcare consumers.

"Regarding closed-loop marketing, you're really talking about kind of an 'eco system' where you're looking at customer segmentation and strategy in terms of who's being targeted and content touch points," noted Gray during the Pharma Marketing Talk podcast. You might have HCPs accessing content via a Web portal, for example, or sales rep

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in front of a physician with a touch screen computer, or even HCPs using mobile devices where those activities and conversations are being recorded.

 "A great deal of attention is being paid to the analytics and analysis of the data," said Gray. "On the output side, you're looking at predictive modeling: which messages correlated with the best results from which segment of HCPs. One of the steps in that loop that we are looking to provide is the access of scientific peer-reviewed literature."

Reprints Desk is working with Skura Corporation, a leading provider of Closed Loop Marketing tablet PC based solutions, to integrate ePrints NRx into its software and give the physician the ability to request scientific literature during the presentation. "One of the things we will be rolling out with them in the near future is the ability to know if the physician downloaded specific literature," said Gray.

"ePrints NRx is a breakthrough for every medical marketer or brand management professional that has wanted to incorporate a group of scientific article ePrints into their program or campaign only to run into multiple licensing, technical and budgeting challenges," said Reprints Desk President and Chief Executive Officer, Peter Derycz.

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The Content Workflow Company

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