



PILOTING AGILE SALES SUPPORT

CASE STUDY: ROI OF VIRTUAL SALES REPRESENTATIVE TEAMS



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SUMMARY:

In the post-COVID world, pharmaceutical manufacturers have proven alternative digital options for HCP engagement leading to more decision points and variables affecting market success. The traditional pharmaceutical representative model is being challenged and the use of virtual sales representatives (VSRs) is increasing; however, determining if this is the right pathway for HCP engagement is individual to each therapy, program, and manufacturer. Occam provides low-risk options to determine if VSRs are right for your program, even offering pilot VSR teams to produce real data on VSR impact to your program and allow for better informed decisions.

BENEFITS OF VIRTUAL SALES REPRESENTATIVES:

VSRs offer several advantages over traditional pharmaceutical sales representatives:

-  **Cost Effectiveness:** VSRs eliminate the need for extensive travel and physical presence, reducing operational expenses
-  **Wider Reach:** VSRs extend reach to remote and typically underserved areas by traditional pharmaceutical sales representatives, who must operate with geographic constraints
-  **Easier Accessibility:** HCPs can engage with VSRs at their convenience, fostering more flexible and frequent interactions
-  **Increased Productivity:** VSRs can manage larger HCP target lists and multiple engagements concurrently, maximizing their time and productivity

We've also found that VSRs' flexible schedules boost job satisfaction, work-life balance, and retention. Their adeptness with digital tools enhances HCP engagement in virtual meetings, leading to more impactful presentations and prompt follow-ups. VSRs positively impact manufacturer's environmental initiatives and goals, aligning with eco-friendly business practices by almost entirely eliminating travel-related carbon emissions. Furthermore, because they are territory agnostic, VSRs can quickly be transitioned to provide coverage for any territory vacancies of traditional sales reps due to turnover or leaves of absence.

Despite the benefits above, pharmaceutical manufacturers may have a hesitancy to implement VSRs as it represents a significant shift in their sales approach, preferring the familiarity and perceived effectiveness of traditional sales models. Occam offers pilot VSR teams to help our clients determine if the VSR model will work for their program. We help reduce the risk and financial commitment of our clients to the VSR model by providing limited-timeframe contract VSR pilots, allowing our clients the opportunity to evaluate the effectiveness of VSRs using real data before engaging in a long-term VSR strategy.

CASE STUDY: ROI OF VIRTUAL SALES REPRESENTATIVE TEAMS

BACKGROUND:

A major pharmaceutical manufacturer client was preparing for their product's market re-entry following a product recall and the exhaustion of remaining available inventory. Their initial strategy involved limited sales activity, instead offering omni-channel marketing tactics to announce the product re-entry and the restart of their official patient support program. Shortly after the re-launch, the desired volumes were not achieved through the omni-channel approach. The manufacturer partnered with Occam to institute a VSR pilot team, electing a 3-month duration with the goal of achieving a 290% return on investment (ROI) to validate the success of the VSR pilot team. If 290% ROI was met, the VSR team would be continued for the duration of the calendar year.

VSR PILOT DESIGN AND IMPLEMENTATION:

Occam implemented a VSR pilot team for the client two months after launch of the patient support program. The VSR team placed outbound calls to a target list of ~1000 HCPs per VSR with the goals of: (1) ensuring clinicians were aware of the product's availability and providing education on the product and the patient support program, and (2) establishing email and/or fax contact with those HCP offices to enable more immediate communication of the client's messaging in the future.

RESULTS:

Each VSR was able to successfully contact an average of 25 HCPs per day, reaching a cadence of HCP re-engagement from each target list of ~1000 HCPs of about once every two months. During the 3-month VSR team pilot, an average of 2,027 units were prescribed from the HCPs on the specific target list the VSR utilized, surpassing the client's goal of 831 average units required to achieve a 290% ROI over their break-even point. The actual ROI achieved during the pilot was even more remarkable, reaching 851%, exceeding the client's success metric by a significant margin of 561%. Encouraged by the outstanding results, the client decided to extend and continue the VSR team for the duration of the calendar year.

