

# Case Study



## Global Pharmaceutical Leader Achieves More Than 100,000 Incremental Contacts and Reduces Physician Coverage Costs 87%

### Executive Overview

Like many of its competitors, one of the world's leading pharmaceutical companies invested heavily in Internet-driven sales and marketing channels during the dot-com era. While the alternate channels worked to a limited degree, they were not integrated with each other or with field sales operations. To increase revenue and reach more physicians at a lower cost, the company required full integration of its numerous alternate channels — something no other pharmaceutical company had been able to achieve.

The company approached MarketBridge to design, build, and execute the pharmaceutical industry's first fully integrated, multi-channel sales and marketing operation. Using MarketBridge's integrated channel campaign approach, the \$10 billion company achieved more than 100,000 incremental contacts with physicians and reduced physician coverage costs by 87% through one campaign alone.

### Challenge: Integrate disparate channels, technologies, and management teams

This top 5 pharmaceutical company's ongoing investments in online symposiums, telecenters, websites, and other Internet-based technologies had led to several challenges in its marketing and sales effectiveness. The company needed expert help to:

- Integrate its alternate channels and their independent technologies to create a seamless, well-managed process for communicating with physicians.

- Combine its alternate channel activity with its traditional field-based selling channel, which required significant buy-in from field sales staff and managers.
- Identify and analyze data to create an optimal marketing mix to launch product campaigns based on the new integration of the alternate channels and the field sales operation.

# Solutions



## ABOUT MARKETBRIDGE

At MarketBridge, we deliver results, not rhetoric. Our integrated solutions combine traditional sales and marketing channels with greater online, call center, and database resources. But we don't stop there. We put ourselves on the front lines, implementing and managing the channels we build. While other companies talk results, we deliver. For 15 years, we've helped global leaders achieve and maintain superior results. We can do the same for you.

### **Solution: Targeted campaign execution using new management organization and strategy**

Based on careful analysis of the company's existing alternative channel programs, MarketBridge helped the company re-organize and rebuild its marketing system and structure, and then successfully executed multiple integrated marketing campaigns. Specifically, MarketBridge:

- Assessed the company's existing sales and marketing approach and compared it with leading competitors to identify gaps in effectiveness and functionality.
- Integrated the company's alternate channels under one new centralized rebranded and restructured internal organization, winning buy-in from the field organization.
- Built a campaign management and development process, creating a template with detailed action steps for executing a successful integrated product campaign.
- Assisted the company in executing four successful sales and marketing campaigns using the newly integrated alternate channels.

### **Benefits: New integrated approach delivers 100,000 incremental physician contacts and 87% cost reduction in first campaign**

Using the newly integrated approach, MarketBridge was able to execute multiple alternate channel marketing campaigns for the company. Using the newly simplified management structure and templated process for campaign execution, one of the integrated campaigns delivered:

- An increase in reach and frequency of physician interactions, with more than 100,000 incremental physician contacts beyond the regular field sales force interactions.

- More than 2,500 hours of virtual face time with physicians, the equivalent of nearly 50,000 field sales details.
- An 87% cost reduction of physician interactions, compared to the equivalent number of field sales interactions.
- A conversion of 2,000 inbound customer service calls into sales opportunities within two months.

### **Summary**

MarketBridge's integrated multi-channel approach proved that, with the proper structure and methodology in place, pharmaceutical companies can more successfully reach physicians using an integrated campaign. The company, which initially had low performance expectations for the campaigns, now leads the industry with a best-in-class, integrated sales and marketing approach.