

Physicians have Spoken

We surveyed 100 physicians -

“What is the message from YOU to Pharma companies, to make Rep visits more meaningful and efficient?”

The responses may surprise you. Here are their unedited responses:

- Just need the facts
- Bring samples
- Keep it simple
- Don't come to lecture me on what I already know about your drugs
- Be on time, have free samples and brochures and be well-prepared to present research relevant to your products.
- Keep it brief unless you have new information or a new product
- I really don't need your help unless I initiate contact
- My message to the Pharma companies, to make the Reps visit more meaningful and efficient would be, that they come prepared and are knowledgeable about the medicine they are selling.
- More streamlined
- Bring your knowledge and samples to back them up.
- Don't waste my time. You are taking away time for patients and family.
- Have a message to convey or some form of assistance to provide if possible
- Most recent drug research and drugs in development
- Quick
- I don't know, be efficient and to the point

Why Swittons for Physicians:

- Better communication with Physicians
- Easy sample ordering
- Augment Product Launches
- Penetrate Whitespace
- Target deciles
- Align medical, clinical and commercial
- But most importantly? You listened to them.

- Email/ phone is best
- Short, 10 min presentations
- Don't be pushy
- Make the visits more quick
- Schedule times to come in
- Come with patient education materials.
- Too much schmoozing
- Key points. 2 minutes means 2 minutes. I don't want handouts that aren't clinical tools. They are garbage.
- Make them more specific and tailored to each visit
- Less fluff and more facts
- Show the data on efficacy of the drug
- Schedule appointment in advance
- Samples and basic literature
- My organization prohibits pharmaceutical reps
- Always schedule visits
- Don't come unannounced
- Cost of drugs and formulary status
- Offer more personalized presentations, not just the generic message that is given to all providers. A personal connection goes a long way and gains my trust about the product.
- Be prepared
- More information about side effects
- Fewer visits, always by appt, no drop-in visits
- Practice overall brevity
- I would need cost, insurance coverage, results of medical studies, and indications
- More copay help
- More information and samples are needed for office
- Please call ahead pre-empting sending samples

Physicians have spoken. Listen to them. Or someone else will.

Useful information presented concisely and efficiently

Be honest and quick

Please understand that I have patient's interests at heart and really want the best for them. It is not helpful to tell me most insurances cover your product, if there are exceptions, I need to know. Any information on cost would be helpful because patients ask and likely I don't know what the cost through a pharmacy will be without some guidance. While I am excited to try new medications, I may not have a patient that qualifies for those medications at this time, so may need a follow up information call or visit to help make sure I am using the drug appropriately. Please know I have other ways to get information as well and likely use those on a regular basis, like Up-to-Date.com, colleagues, and Continuing Education Meetings.

Good job and keep it up

Efficiency, accuracy and punctuality

They should visit more often

Lower your prices

Work on making drugs very effective and efficient

Create more online pages to assist in easy information assess

Quick info with easy literature to read

Their promotion and MRP percentages

The technology should be improved and having more conference on it to enhance patients understanding

More education

They should be provided with basic amenities to ensure work is done properly

Short info without pushing for more in-depth visits

Make medications affordable

To bring more efficient and latest drugs

Always offer quality service

Don't always have information about the same drugs, talk about different drugs each visit

To offer best service

Be available and embrace ICT to pass information

Operational efficiency and accuracy would make for a more effective exchange if there were more options for electronic communications beforehand.

They should always seek customer opinion and schedule a meeting more through video call.

Prefer no visits

More time to attend them and to know more about the products they present

Quality and product

Brief focus

Keep up the good work

Formal communication message through email or mobile phone

Make drugs of best quality

Make your visitation worth it be positive about your product and service, don't postpone the scheduled visitation it may affect the doctors plan for the day. All is well

Be punctual

Keep visits brief and to the point. Keep contact to minimal and essential communication

Kindly check in for test drugs samples as we would need them soonest.

Just that we can have the visit mid-day and it's no longer than about 30 minutes.

The visits should be handled by highly trained professionals.

Take more time

There should be better communications and understanding between both parties and their customer service should be quick and effective

Know why this drug is the best option vs competitor

Make sure you include the risks!

I love when they know the costs with different insurance at different retailers

I think they should save people's lives by producing new and effective drugs

More feedback from both sides

Be on time and right away on point , no time wasting talks

Be knowledgeable of what you sell

Make things more electronic

Provide samples, brochures, discounts and skilled reps

Easy Describe drug Performances.

I like face to face visits with sales reps

Tailored to my needs

Respect my time

We get too many at my office but just making sure there is a purpose and not oversell the company

Donate money to charity, reduce med costs

I need more relevant information in concise formats

This is about sharing the truth and powering your business to operate at a higher degree of resonance with your primary customer – physicians, who ultimately impact patients. Take pause on the Physician comments. And then take action.

Want to improve your relationship with Physicians? Contact us.

Yes, we can help with solutions to your pain points. We offer Swittons, a desktop "Virtual Rep" you can distribute to your physicians to open communication, penetrate whitespace, and amplify new product launches.

P360 retained an independent agency to perform a survey of 100 physicians in late 2019. These are their raw, unedited responses to the listed question. More information is available. Just contact us, we are glad to share.