

Case Study

Utilising Nurses within GP Clinics to create another dimension by providing extra service to doctors and patients plus market expansion

Client:

Top 5 Pharmaceutical Company in Australia with solid product portfolio within highly competitive therapeutic areas.

Project Background:

The Company has existing representation with GP's and Specialists.
There is the need to provide extra service to patients and doctors whilst maintaining the integrity of the company and products with relevant exposure.

Critical Challenge:

Provide support and work with existing sales teams
Create a "must have" need for the service by GP's to improve patient health and lifestyle
Make GP's the "provider" of the service in the eyes of the patient
Appoint maximum number of patients per clinic
Create meaningful patient reports and recommendations for further GP/Patient activity as a result of GP/Nurse activity.
Convert the service provided into relevant prescriptions

Why Ascott Sales Integration:

Ascott Sales Integration has the experience to provide the right people for such a dynamic role.
Experience in developing strategies that ensure relevant customer targeting through data and modelling functions leading to immediate results.
Ascott Sales Integration focuses on sales as the core foundation of success. It's not just about providing a team but providing results.

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Solution:

- To identify and integrate experienced commercially astute registered nurses into the client business.
- Team Nurses up with Area and Territory Managers and create a seamless operation in the GP's mind
- Focus on all major states, metro and regional as directed by client managers.
- Provide targets for Nurses to aim for including clinic, GP and patient numbers.

The Outcome:

- Targets exceeded
- Company image with GP's was raised quickly which enhanced confidence in products.
- Sales and market growth
- GP's reported greater level of self confidence by patients through a better understanding of personal health
- Gradual integration of selected Nurses into Sales Teams as full time Medical Representatives.
- Costs controlled all the way through via contract process
- Project extended 3 contract periods
- Patients and doctors very happy with extra service provided

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