

Case Study – Tele-detailing

Client – Top 50 Pharmaceutical Company

Therapeutic Area – Ophthalmologic Allergy

Challenges:

- Deliver brand message to general practitioners not covered by specialty sales force
- Convert prescribers of older formulation to newer product
- Inaccurate and incomplete lead data set
- Placement of samples and coupons in prior to allergy season

PhoneScreen Services:

- Coordination of data cleansing
- Outbound teledetailing to physicians, physicians assistants, and nurse practitioners
- Sample contract follow-up and tracking
- Project management and reporting

Results:

- **Expanded product awareness to wider audience**
- **Delivered brand message at significant cost savings vs. sales rep visit**
- **Ensured sample and coupon placement in time for season**



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