



Pharma pushed back by strong headwinds



Alarming news have been released in the last weeks. Feared by many but often ousted.

The traditional sales model of the pharmaceutical industry is getting closer to extinction.

Recent findings:

1. Research with more than 3,000 physicians in the USA shows that clicking for information on a screen delivers a lot more to physicians than meeting a medical rep face-to-face.¹
2. Conflict-of-interest policies at academic medical centres in the USA suggest to completely ban pharmaceutical sales reps from campuses.²
3. 72% of U.K. patient groups rated drug-makers ethics in marketing as fair or poor.³

The 4 P's:

P 1. The current **Position** shows these three issues:

Traditional field forces will no longer add value to physicians.

Prescribing physicians do no longer want to sacrifice time listening to monologues with information they don't need and can access online whenever needed.

The reputation of the industry is not really in favour of being highly estimated and welcome.

P 2. The **Problem** is that reps trying to sell drugs to customers who do not buy evidently cannot deliver value. Reps are not in the situation to identify needs and their KPIs often are counterproductive.

P 3. The **Possibility** is to either "find a better whip for a dead horse" or to enter into professional Key Account Management.
KAM must be seen as a concept supporting HCP's solving therapeutic problems.

P 4. We therefore **Propose** that you develop and establish a very clear idea what KAM really stands for in your company. The concept could vary between companies! Please forget KAM being just another sales technique or a fancier name for your hospital sales force.

Find, train, and equip people able to identify needs and assist HCP's efforts improving delivery of care. Unleashing the huge know-how so far hidden in your company will deliver great results if leveraged in an **account-team** effort.

All my very best wishes for a healthy and happy 2014!

¹ <http://www.pharmalive.com/research-indicates-that-physicians-prefer-digital-media>

² <http://www.pewhealth.org/reports-analysis/reports/conflicts-of-interest-policies-for-academic-medical-centers-85899514090>

³ <http://worldofdtcmkt.com/why-pharma-needs-to-learn-the-meaning-of-transparency/business-of-the-drug-industry/>