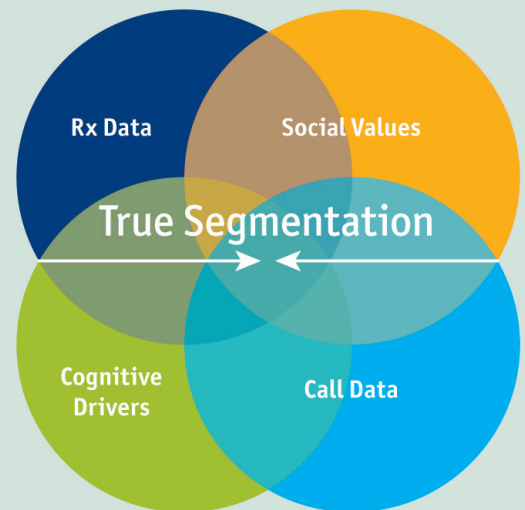


IMS Attitudinal Segmentation

TURNING THE CALL PLAN UPSIDE DOWN TO CREATE GAME-CHANGING SALES GROWTH

Our exclusive attitudinal segmentation can help you achieve higher levels of physician understanding and calling precision.



OVERCOMING THE BLACK-BOX SETTING

Knowing your customer is the first step towards success in today's market, but volume and share alone are no longer sufficient to develop your go-to-market strategy, allocate field resources, and deploy differentiated messaging.

Attitudinal segmentation, in its simplest form, is determining what the customers are looking for and giving them what they need and want. If it's this simple, why do so many pharmaceutical companies struggle to get it right?

With rising pressure on marketing practices and growing restrictions on detailing, representative-physician relationships have never been more challenging. Sales representatives are given call objectives and messages to deliver but are not aware of which communication style to use with individual physicians, while data confidentiality rules make effective analysis more difficult.

IMS Attitudinal Segmentation is designed to give you an interactive segmentation tool utilized by marketing to develop effective promotional strategies and tailor messages for each customer segment, and by sales forces to optimize their call frequency and messaging activities with physicians.

OPTIMIZING CALL FREQUENCY AND MESSAGING

IMS Attitudinal Segmentation is different from traditional approaches in that it incorporates prescriber attitudes, beliefs, and values. Our unique analytical process combines primary market research with secondary prescribing behavior information. The resulting physician segments provide a complete view of physicians' medical and treatment preferences and attitudes, leading to more accurate, finely focused targeting and messaging.

- Which physicians have common values?
- Which physician segments should be promoted to?
- What is the right call frequency and detail position?
- Is the call plan practical and achievable and what training is required?
- How do actual results compare with the plan?

The combination of precise information inputs and interactive workshops with your brand team generates the insights to create optimal segments and fully actionable target lists. Additionally, our simulation-based training, combined with hands-on workshops, reinforces the importance of targeting and dramatically accelerates sales force acceptance and implementation.

BENEFITS OF IMS ATTITUDINAL SEGMENTATION

Rx Data

Incorporate prescriber-level data into the segmentation process.

Cognitive Drivers

Understand why a physician is prescribing one brand over another and some ideas on how to overcome the barriers.

Call Data

Fully integrate your call records into the analysis to gain an understanding of what has worked in the past.

Social Values

Assess and target physicians, based on their communication styles and overall approach to life.

WHY IMS BROGAN?

The IMS Brogan consulting team considers every factor that contributes to a more efficient, more streamlined field force: closer ties between sales and marketing; more refined and effective segmentation; meaningful relationships with prescribers; and new methods of evaluating and compensating representatives.

Clients can make confident decisions secure in the knowledge that the strategies adopted use every available data point, incorporate local market dynamics, and consider the many possible solutions and their impact on brand success.

Our Market Research team and solutions deliver unique depth and value for clients:

- Solution-focused methods
- Method design expertise
- Expansive market knowledge (both client and supplier backgrounds)
- Rapid turnaround with timely deliverables
- Comprehensive statistical analyses
- Project management expertise
- Efficient data collection
- Insightful and concise study reporting
- Actionable recommendations

FOR MORE INFORMATION

Contact your IMS Brogan representative today for more information on **IMS Attitudinal Segmentation** or to arrange for a presentation.



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