



SalesImpact™

Gauge the effectiveness of your sales strategy.

- > *How effective are your sales reps in accessing and promoting to targeted physicians?*
- > *How can you improve your sales training strategies?*
- > *Have your sales reps developed valuable and consultative relationships with physicians?*
- > *How effective are your new sales strategies and tactics?*

Maximize Sales Performance

The SalesImpact™ solution suite offers invaluable insight into the effectiveness of sales reps in engaging physicians and influencing their brand choice. From solutions built using syndicated data designed to measure the effects of your sales activities—and those of your competitors—to proprietary custom research that addresses specific questions you need answered, our broad capabilities empower you to confidently craft your best strategies for success.

SalesImpact™ offers robust data interpretation that reaches well beyond the scope of rival research companies. Our successful engagements span virtually every medical specialty and therapeutic area. Whatever your challenges, our team has the knowledge, experience, and resources to help you mold your sales strategy.

Sales Management and Analysis

- > Track the ability of sales reps to access and engage high-value physicians
- > Evaluate how well sales reps drive brand performance
- > Benchmark and monitor physician assessment of sales force performance and quality
- > Track sales force effectiveness and impact on brand choice
- > Determine the sales rep activities and attributes that most impact prescribing intention and behavior
- > Compare selling activity across regions and by physician segments to identify best practices

Detail Impact and Optimization

- > Gauge how detailing efforts drive brand share
- > Ascertain the impact of competitors' details on brand performance
- > Measure the effectiveness of sales reps with a multi-product portfolio

The ImpactData™ Difference

ImpactData™ is the industry's only source of continuously captured market promotion and treatment data from a longitudinal panel of smart-phone-connected physicians. With data recorded immediately after the promotional event or patient visit, our unique methodology eliminates physician recall error.

- > ImpactData™ captures 1 million details and 3 million treatment decisions annually across a single data set of high-value physicians
- > ImpactData™ provides a full read of detailing and prescribing activities across brands and in a complete competitive setting
- > ImpactData™ captures new written prescriptions—the best measure of physician behavior—before outside factors can influence dispensed prescriptions

Custom Research Bridges the Gap

Our custom research solutions encompass extensive quantitative and qualitative research and analytics capabilities, including development and evaluation, brand positioning, ATUs, and promotion response modeling. We also maintain one of the most robust online physician panels in the industry, offering access to physicians representing all AMA specialties.

Whether you employ ImpactData™ as a launch point to determine the effect of sales tactics on physician choice or engage SalesImpact™ for answers outside the realm of ImpactData™, our solution suite can help you increase the effectiveness of your sales strategies.

This comprehensive product line includes solutions for all major therapeutic areas. Our network of high-value PCPs and specialists offers longitudinal promotion and treatment data specifically for those specialties.

About ImpactRx

ImpactRx is the leading provider of consultative and analytically-based commercial effectiveness solutions to the healthcare industry. Powered by its longitudinal and normative data assets, ImpactRx's consulting analytics and AlphaDetail Custom Research capabilities provide unparalleled insight into the dynamics of the biopharmaceutical marketplace. Through its i-enabled network of more than 4,000 targeted physicians and its proprietary, state-of-the-art research technology, ImpactRx captures not only physician treatment decisions in response to promotion, but also the attitudes, perceptions and beliefs underlying those decisions. The integration of its comprehensive behavioral and attitudinal data with its innovative consulting analytics, global research expertise and therapeutic knowledge enables ImpactRx to deliver breakthrough solutions to its clients. These solutions empower clients to improve brand performance by making more informed and effective decisions around marketing strategy, field and channel execution and pre-launch and launch planning. ImpactRx is a Symphony Technology Group company.

Maximize your sales performance with the SalesImpact™ solution suite.

Contact us today, and we'll show you how.

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