



ADD.PHARMA Reporting and Monitoring tools

Improving Sales and Marketing Effectiveness





Activity reporting



Tools for monitoring compliance with objectives

add.PHARMA comes with a comprehensive range of pharmacy specific reports, that provide critical business information about customers, prospects, compliance to targets, competitors as well as MR performance. Several reports are already prepared, based on experiences and customer requirements. Basic reports cover all basic needs of your managers, sales and marketing departments as well. Reporting module allows definition of custom reports by using Report Designer. The reports could also be reconfigured, saved and distributed by email as an e-document.

Several output options are available for the reporting system. Every report can be printed, or exported to Excel worksheet, to Excel pivot table or to Data mining subsystem. By exporting data in form of pivot table, user can cross reference the data in tabular form.



ADD.PHARMA: Segments



Here is the list of all available reports. Click on report's name to create new report.

- Brand Promotion
- Visits
- Tasks per month
- Monthly Plan
- Calendar Preview
- Brand Availability
- Brand Promoted Precen
- Team Targeting
- Person Targeting
- WeeklyPlan
- Planned vs Unplanned
- VisitStructure
- Daily Activities Report
- Comments report
- Custom report
- Detailing plan
- Contacts
- Data Mining
- Pivotin

add.PHARMA - Reports -

Print Export

Report author: Administrator
Report Creation: 11/04/2008

Period: 12/03/2008 - 11/04/2008

- Legend:
- Planned (Unfinished)
 - Unplanned (Finished)
 - Planned (Finished)
 - - Grouped
 - ⊕ - Double

No. of visits: 32 (Group visits:0,Other visits:32)

	day	Date	Time	Representative	Contact	Institution	Address	City	Job title	Work phone
<input type="checkbox"/>	1	Monday	31/03/2008	08:00	Pavel Beneš	Bauer Jiří	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	2	Monday	31/03/2008	08:30	Pavel Beneš	Böhm Jiří	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	3	Monday	31/03/2008	09:00	Pavel Beneš	Brožová Hana	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	4	Monday	31/03/2008	09:30	Pavel Beneš	Bušek Petr	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	1	Tuesday	01/04/2008	08:00	Pavel Beneš	Davidová Věra	Neurologická Ambulance	Vozová 5	PRAHA	222718995,
<input type="checkbox"/>	2	Tuesday	01/04/2008	08:30	Pavel Beneš	Dočekal Petr	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	3	Tuesday	01/04/2008	09:00	Pavel Beneš	Doležal Ondřej	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	4	Tuesday	01/04/2008	09:30	Pavel Beneš	Drugová Klára	Medicom bk, s. r. o.	Legerova 56	PRAHA	222511178,
<input type="checkbox"/>	5	Tuesday	01/04/2008	10:00	Pavel Beneš	Dumbrovská Jitka	Zdravotní Středisko	Vítězná 12	PRAHA	257320149,
<input type="checkbox"/>	6	Tuesday	01/04/2008	10:30	Pavel Beneš	Dušek Petr	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	1	Wednesday	02/04/2008	08:00	Pavel Beneš	Adamec Luděk	Stomatologická ordinace	Na příkopě 33	PRAHA	222432240,
<input type="checkbox"/>	2	Wednesday	02/04/2008	08:00	Pavel Beneš	Jakoubková Michala	Všeobecná fakultní nemocnice	Kateřinská 30	PRAHA	224961111,
<input type="checkbox"/>	3	Wednesday	02/04/2008	08:30	Pavel Beneš	Janicadisová Markéta	Nemocnice Na Františku s poliklinikou	Na Františku 8/847	PRAHA	222801111, 2248
<input type="checkbox"/>	4	Wednesday	02/04/2008	09:00	Pavel Beneš	Javorská Anna	Medika praha k. s.	Sokolská 37	PRAHA	224941815,

History
All answers from different surveys are visible on users protal. All information can be used for profiling and segmentation purposes

Here is the list of all available reports. Click on report's name to create new report.

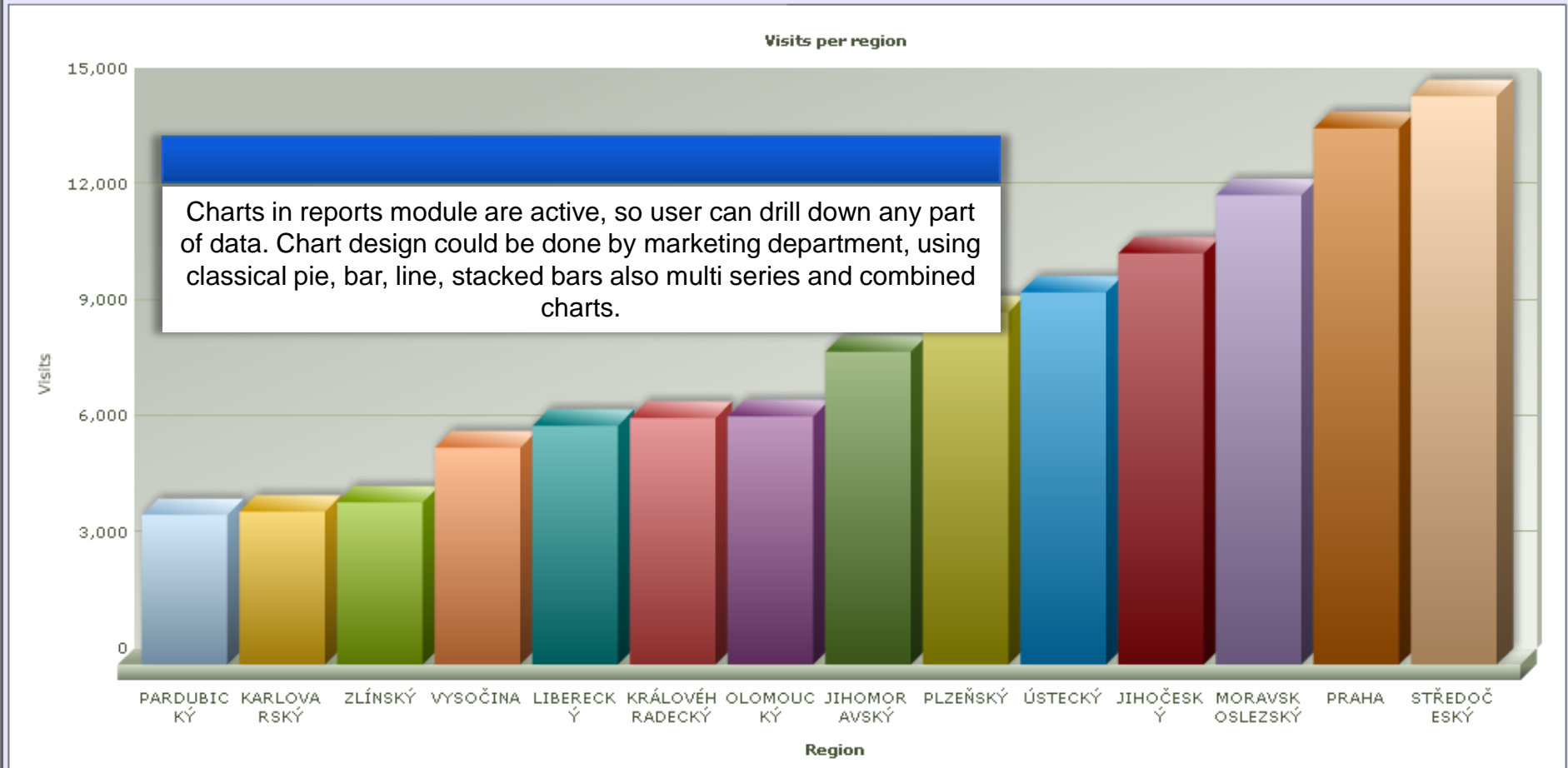
- [Brand Promotion](#)
- [Visits](#)
- [Tasks per month](#)
- [Monthly Plan](#)
- [Calendar Preview](#)
- [Brand Availability](#)
- [Brand Promoted F](#)
- [Team Targeting](#)
- [Person Targeting](#)
- [WeeklyPlan](#)
- [Planned vs Unplan](#)
- [VisitStructure](#)
- [Daily Activities Re](#)
- [Comments repor](#)
- [Custom report](#)
- [Detailing plan](#)
- [Contacts](#)
- [Data Mining](#)
- [Pivotin](#)

add.PHARMA - Reports -														
Total	Alergológ	Ambulantní lékař	Anestetik	Dermatológ, kožní lékař	Diabetológ	Endokrinolog	Gastroenterolog	Geriatr, gerontolog	Gyneolog	Hematolog	Chirurg	Infekční lékař	Interní lékař	Ka
100%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	25%	
241	0	0	0	0	8	1	0	0	0	0	0	0	61	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%	
674	3	0	0	0	0	0	1	0	0	0	0	0	79	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	
14	0	0	0	0	0	0	0	0	0	0	0	0	1	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%	
567	0	0	0	0	0	0	0	0	0	0	0	0	123	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%	
454	0	0	0	0	0	0	0	0	0	0	0	0	64	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	11%	
601	0	0	0	0	0	0	0	0	2	0	0	0	67	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	
217	0	0	0	1	0	0	0	0	0	0	0	0	43	
100%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	48%	
13	0	0	0	0	0	0	0	0	0	0	0	0	6	

History
 All answers from different surveys are visible on users protal. All information can be used for profiling and segmentation purposes

Show:

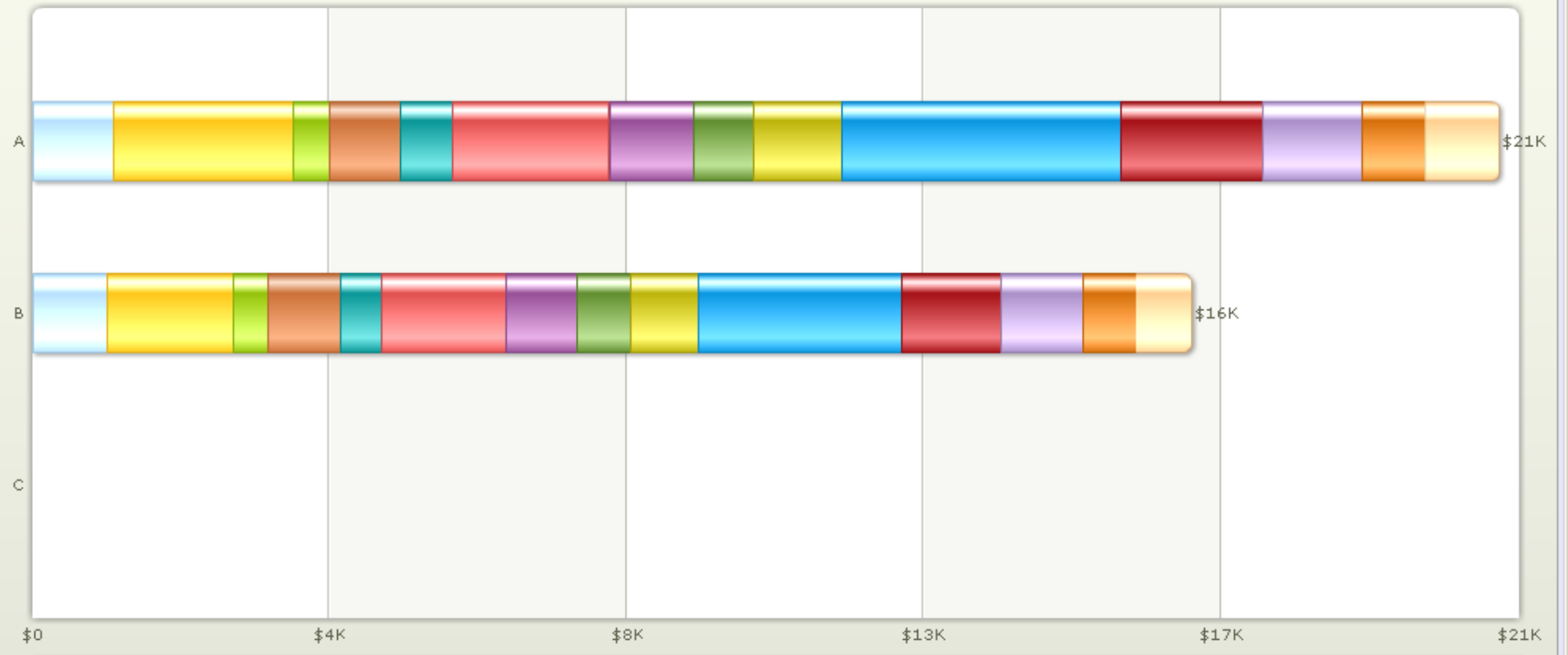
Chart Type:



Show:

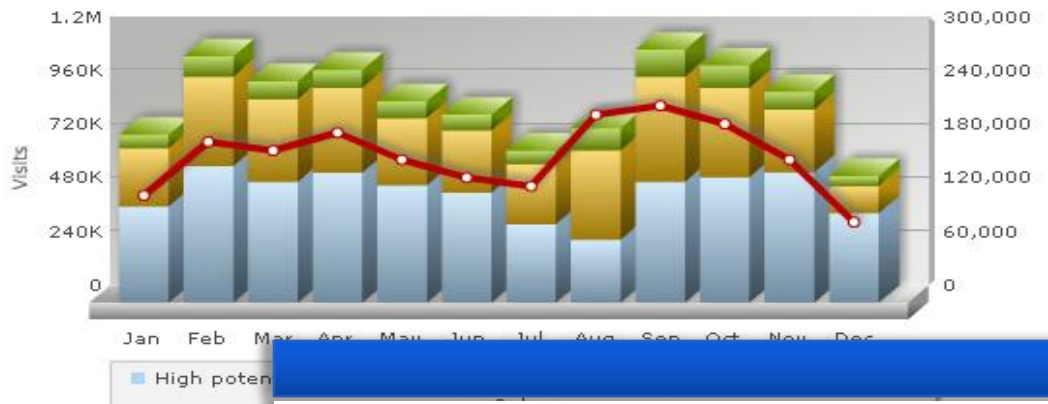
Chart Type:

Product Comparison

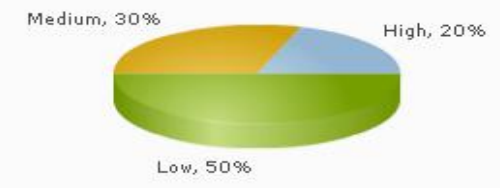


- JIHOČESKÝ
- JIHOMORAVSKÝ
- KARLOVARSKÝ
- KRÁLOVÉHRADECKÝ
- LIBERECKÝ
- MORAVSKOSLEZSKÝ
- OLOMOUCKÝ
- PARDUBICKÝ
- PLZEŇSKÝ
- PRAHA
- STŘEDOČESKÝ
- ÚSTECKÝ
- VYSOČINA
- ZLÍNSKÝ

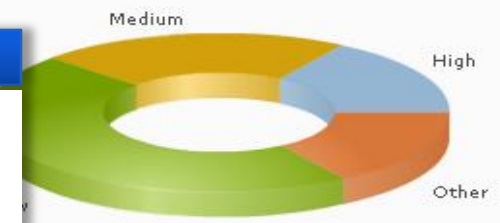
Visits vs. Sales



Classification A, B, C



Potential A, B, C



Doctors by specialisation



On top of that, map charts are available for all the countries down to region level. They are really useful for presenting geographically dependent information like frequency of calls in regions, territory alignment etc.

