



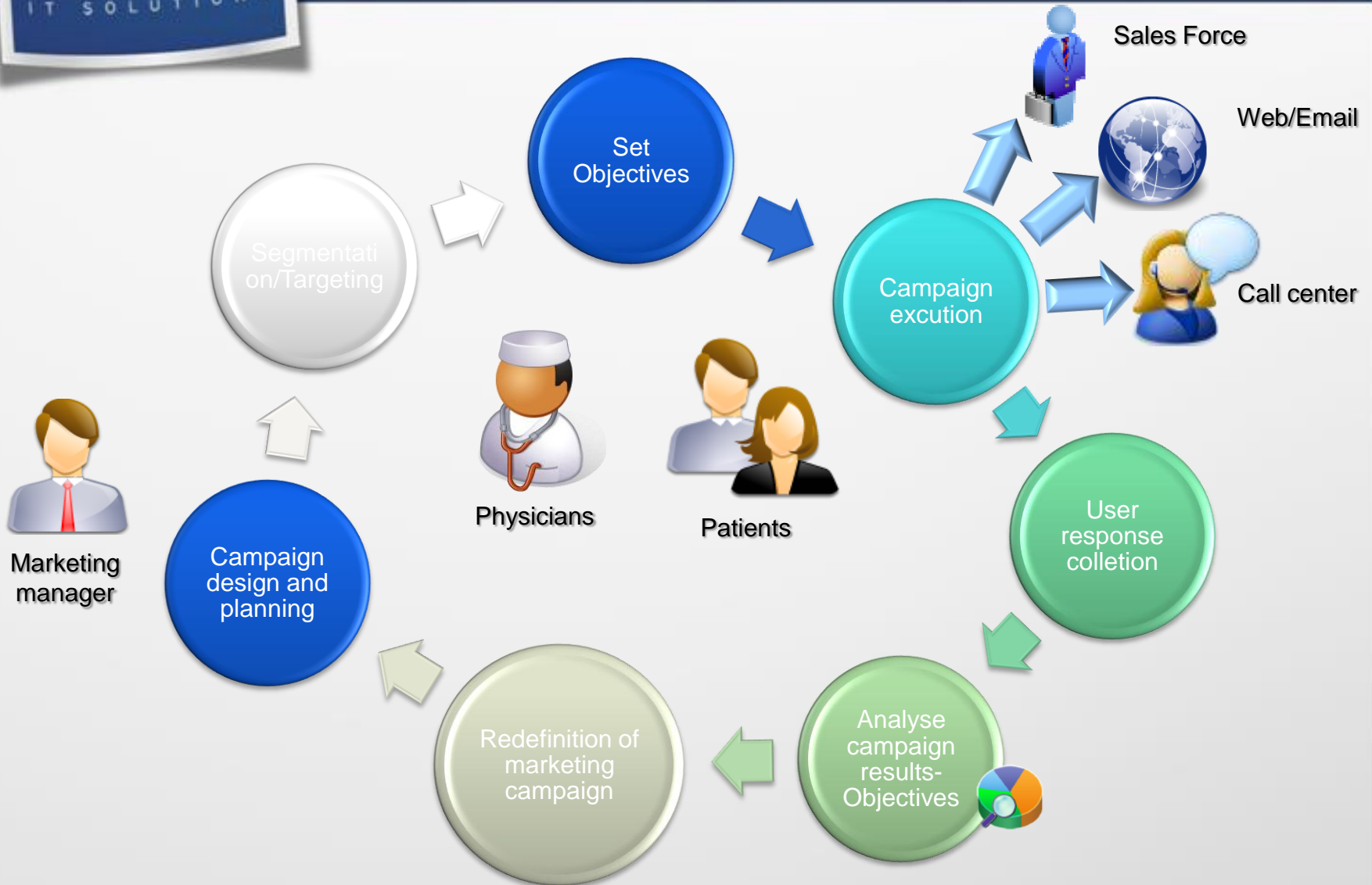
ADD.PHARMA Marketing campaign

Improving Sales and Marketing Effectiveness



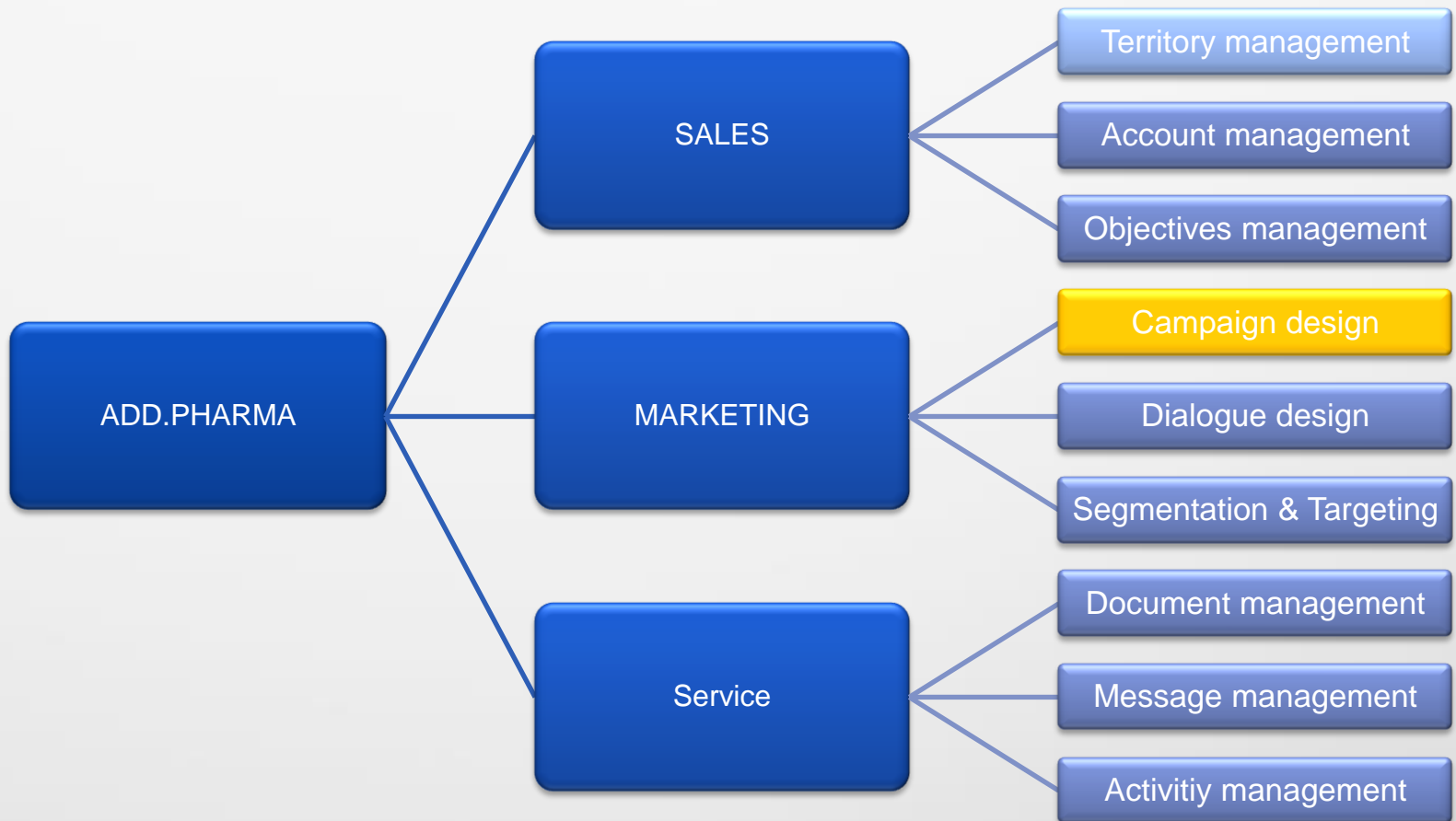


Dynamic campaign planning





ADD.PHARMA: Segments





Marketing campaign



Campaign Design – objectives, targets

The marketing modules have been built to support marketing teams design and implement advanced and pinpointed campaigns, with full ability of tracking the progression of campaign, including all related activities, correspondence and knowledge. To create effective marketing plan, information such as sales in the region, structure of clients, their potential, loyalty, activities and other information must be brought together.

Effective marketing starts with precise targeting. And targeting starts with segmentation. Understanding that all doctors are not equal, is important. Some have greater opportunity to prescribe than others, some are more likely to take up new products and some have the ability to influence other doctors prescribing. The challenge is in intelligent segmentation of doctors.

add.PHARMA - http://pliva-sv-01/Pharma/Projects.aspx

File Edit View Favorites Tools Help

add.PHARMA 1.0.7 Administrator | settings | logout

Portal Activites Contacts Marketing Reports Other Tools Administrator Campaigns

Filters

+ Add

Alenotop +
 Campaign S
 Campaign S
 mark camp !
 Marketing ca
 marketing ca
 Marketingca

Total rows: 7

add.PHARMA - Project -

Marketing campaign data

Name: Campaign Spring 08 - Cyclomicine
Start: 01/10/2007
End: 31/10/2008
Manager: Aušra Tvarijonaitė
Status: active
Instructions: Please advise all your clients of a new product

Allocations summary:
specialization: BPG, Neurologas, Pharmacist, PSICH, psich., Psichiatras, psichiatre, psihciatras, psihciatre
brand: AMBROSOL

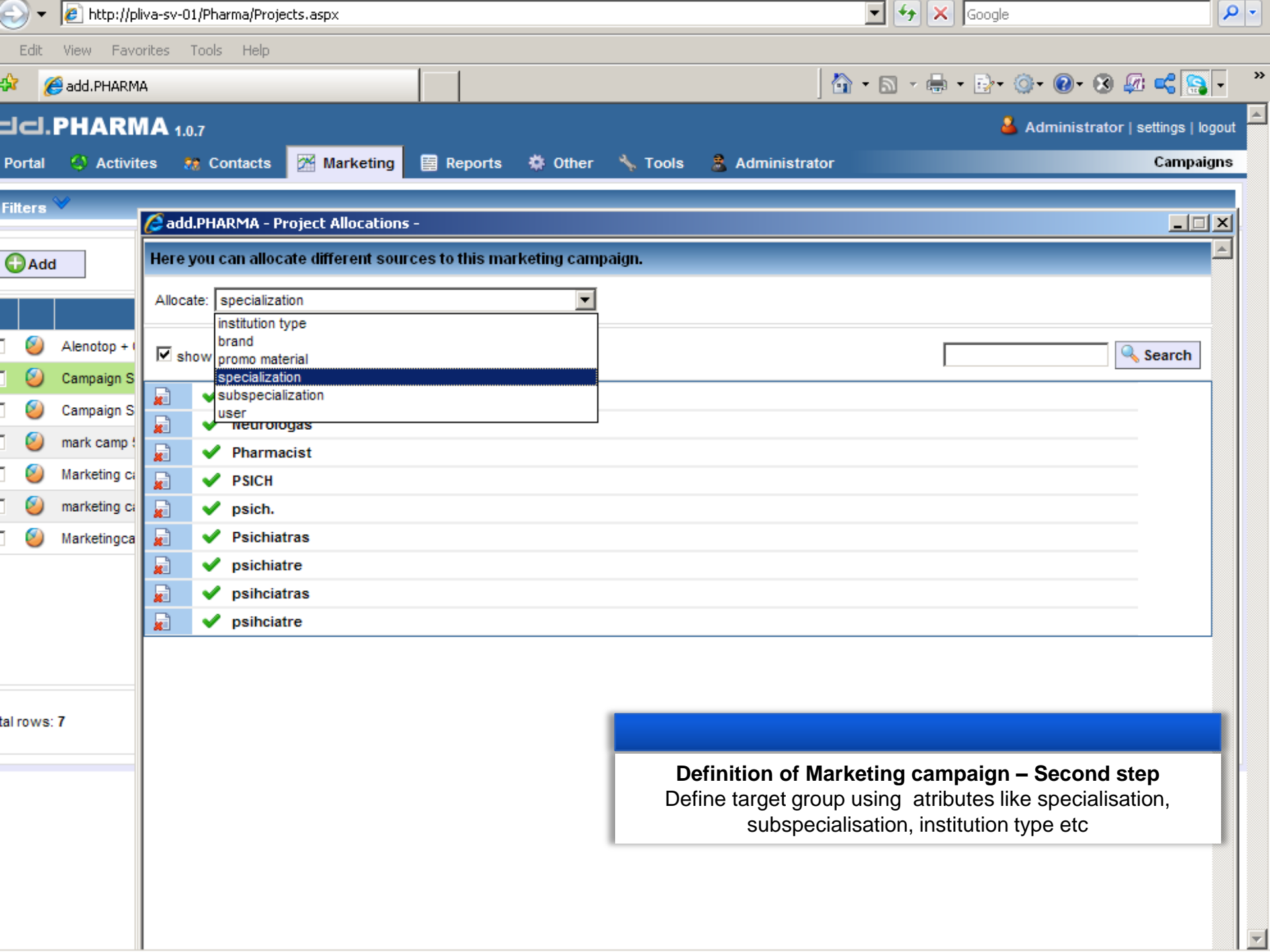
General

Name: Campaign Spring 08 - Cyclomicine *
Start: 01/10/2007
End: 31/10/2008
Manager: Aušra Tvarijonaitė
Status: active
Instructions: Please advise all your clients of a new product.
To find a detailing information please click <EDETAIL1>

Save

Estimated visits
Defining Questions

Definition of Marketing campaign – First step
Define name, time interval and define detailing information. In our case detailing information is embedded inside attached presentation.



add.PHARMA - Project Allocations -

Here you can allocate different sources to this marketing campaign.

Allocate: specialization

- show
- institution type
- brand
- promo material
- specialization
- subspecialization
- user

Search

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	specialization
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	institution type
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	brand
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	promo material
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	subspecialization
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	user
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	neurologas
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Pharmacist
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	PSICH
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	psich.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Psichiатras
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	psichiatre
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	psihciатras
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	psihciatre

Definition of Marketing campaign – Second step
Define target group using attributes like specialisation, subspecialisation, institution type etc

Define Target

Team: Line A

Specialization: Neurologas

Institution:

Date from: 01/04/2008

Date to: 30/04/2008

No. of contacts: 33

No. of visits per month: 23

Definition of Marketing campaign – Third step
 Define objectives for each target, how many visits per specialisation, how many repeated visits by VIP doctors etc

	Institution Type	Job Specialization	From	To	Number of contacts	Number of visits
<input type="checkbox"/>		BPG	01/04/2008	30/04/2008	60	23
<input type="checkbox"/>		Ginekologas	01/04/2008	30/04/2008	50	44



ADD.PHARMA: Segments





E-Detailing with questionnaires



Dialogue design for e-detailing

How well do you know your customers? Are you able to collect responses and use information for segmentation purposes? Questionnaire in add.PHARMA is in fact a sophisticated survey of client's views. Each question may be individually valued by YES-NO answers, or using numeric scale. Each question is assigned a certain weight and each answer is assigned a score. By evaluating weight and score of each answer clients profile is updated with calculated result. Doctors with highest result constitute a TOP group of clients. Detailing module allows MR or physician to launch a sponsored learning presentation, consisting of a series of interactive slides with multi-media information about the promoted product, including research evidence, clinical practice guidelines, prescribing information and patient advice. The doctor 'walks through' the screens, usually for an honorarium incentive. This system may be on the Internet or on a closed . Profiling is used so that individual doctor preferences are taken into account during the session.

+ Add

- Alenotoj
- Campaign
- Campaign
- mark ca
- Marketin
- marketin
- Marketin

Total rows: 7

add.PHARMA - Project - Marketing campaign data

Name: Campaign Spring 08 - Cyclomicine
Start: 01/10/2007
End: 31/10/2008
Manager: Aušra Tvarijonaitė
Status: active
Instructions: Please advise all your clients of a new product

Allocations summary:
specialization: BPG, Neurologas, Pharmacist, PSICH, psich., Psichiatras, psichiatre, psihciatras, psihciatre
brand: AMBROSOL

General

Estimated visits

Defining Questions

Type of questionnaire Normal Advanced

Question:

Question description:

Question type:

Weight: %

Classification:

Add Rating

	QuestionNumber	Question	Description	Weight	Classification type	Question type
<input type="checkbox"/>	1	How many patients do you have?		100	Potential	checkbox
<input type="checkbox"/>	2	Do you treat them with Pliva brands?		100	Loyalty	options

add.PHARMA - Visit report

Loyalty

Costs

Action: Promo material:

Product: Type of cost:

Plan: central budget cash

Quantity:

Value:

Comment:

User is required to enter all Promo material, presents and other costs regarding a visit into this form. It is also necessary to connect them either to Marketing project or to other type of cost. This form is connected to Budgeting module - so regarding a budget, user will know, whether he/she is over the budget or not, and also how much promo material is left.

First part of definition is definition of the cost: User should define, what promo material if any, did he gave the contact. He can define to which marketing action is the promo material linked and/or to which product.

Second part of definition is classification of the cost: User can define: **Account** for the cost - in Slovenia this Accounts are: Representation, Donation, Sponsorship. This Accounts are different for every country. User can also define, what was the form or Type of cost: Cash, Invoice or Main cost.

Third part of definition: Quantity or Value definition. In case, we gave a user Promo materials, we enter number of promo materials, but if we invited him to the dinner, be enter simply Value of the dinner.

show previous

add.PHARMA - Visit report

Portal

12/10/2007

08:00
the first thing

12:00

Panevezio ligonine, V | Kniaudiskių šeimos klinika

add.PHARMA - Visit - Windows Internet Explorer

add

Visit report ↻

Loyalty

Costs

Orders

Brand: Delivery date:

Form: Order type:

Price: Wholesaler:

Quantity:

Bonus: Bonus Type:

Sales rep can take an Order from MP. When he finishes, he will be able to calculate Price per order ($S = \text{quantity} \times \text{unit price}$), calculation of total order's value (S of all prices per order) and for calculation of bonus, which is calculated as a percentage of total price.

Use "**Show previous**" on next visit to show last visits values.

show previous

Total: Calculate

Postmarketing

FORWARD

Panevežio ligoninė, V | Klaudiskų šeimos klinika

add.PHARMA - Visit - Windows Internet Explorer

add PHARMA

add PHARMA - Visit - Windows Internet Explorer

Visit report ↻

Loyalty

Costs

Orders

Postmarketing


Nr. studies: Brand:

Nr. patients: Form:

Actual Nr. patients: Estimated end date:

Fee: End date:

Bonus: Bonus Date:

 Add

The process has two steps. At first visit, Sales rep should fill the estimates - Estimated no. of studies, estimated no. of patients. At the next visit, MedRep will be able to enter Actual no. of Patients in MS, Real bonus for Complete MP and date of bonus Handover.

Use "**Show previous**" on next visit to show last visits values.

show previous

Answers

Panevežio ligoninė, V | Klaudiskų šeimos klinika

Visit report ↻

Loyalty

Costs

Orders

Postmarketing

Answers

Marketing action: Campaign Summer 07 - Cyclomicine ▾

Potential

How many patients do you have?

- Less than 1000
- Between 1000 and 2000
- More than 2000

Select other Marketing Campaign

Manager can define series of questions, which can be used to make a specific survey among clients or to be able to objectively define clients loyalty and potential. This survey is shown on screen, when user selects appropriate marketing campaign.

Loyalty

Do you treat them with Pliva brands?

- No, Never
- Sometimes

Save

Samples



Logout

Portal

Calendar: 5, 7, 31

12/10/2007

08:00

the first thing

12:00

14/04/2008 - 18/04/2008

- Unfinished tasks
- Finished tasks
- Planned visits
- Finished visits

Targeting

- BPG 23 / 7 ▼
- Ginekologas 44 / 0 ▼


Birthdays in next 7 days

Andriuškevičienė Milda (15/04/2008)
 Arkusauskas Alfredas (15/04/2008)

Namedays in next 7 days

add.PHARMA - Contact -

Contact data

Contact: Ambrazajiene Aldona
Institution: Marijampolės PSPC, VĮ / Marijampolės PSPC, VĮ
Address: Baznycios 19, 
Phone:
Workplace: gyd
Department:

Specialization: BPG
Working hours:
Classification: a
Loyalty:

General

Personal

Comments

Geography

Activites

Show history of tasks visits Questionary

Brand	Name	Question	Answer	AuditDate
AMBROSOL	Campaign Spring 08 - Cyclomicine	Do you treat them with Pliva brands?	28	11/04/2008 10:25:46
	Marketingcampagn1	How many do you treat with Pliva Brand	340	11/04/2008 10:26:16
AMBROSOL	Campaign Spring 08 - Cyclomicine	How many patients do you have?	24	11/04/2008 10:25:46
	Marketingcampagn1	How many patients with neurological disorders do	570	11/04/2008 10:26:16

History

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

Click the **Close** button

- General
- Personal
- Comments
- Specializations
- Geography
- Activites



ADD.PHARMA

Improving Sales and Marketing Effectiveness



www.add.si

E-Detailing
Marketing department prepares a presentation
Sales rep can use this presentation when visiting c
presentation itself can be accesible over Web.





ADD.PHARMA: Segments

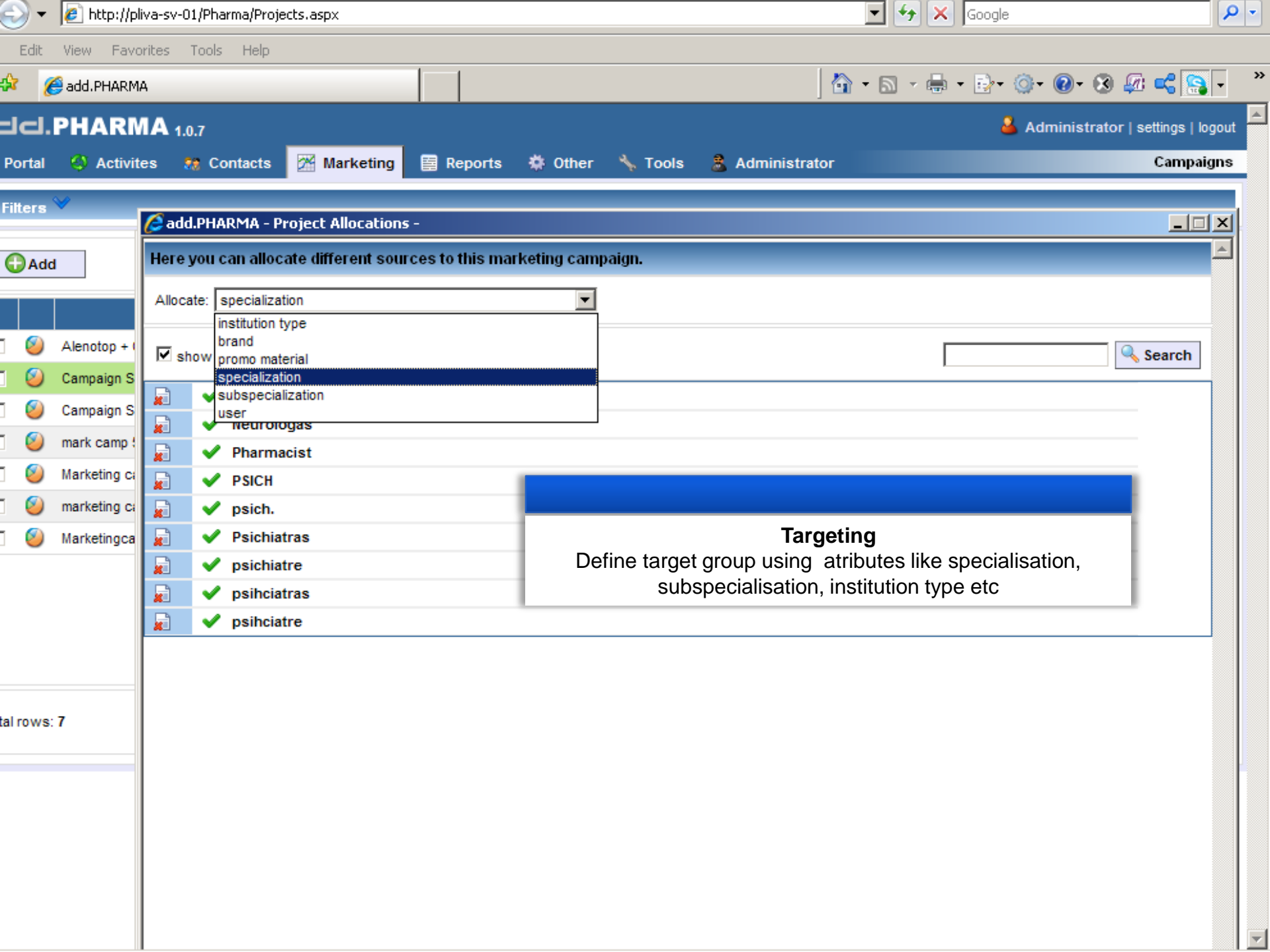




Segmentation, profiling using Data Mining

Effective marketing starts with precise targeting. And targeting starts with segmentation. Understanding that all doctors are not equal, is important. Some have greater opportunity to prescribe than others, some are more likely to take up new products and some have the ability to influence other doctors prescribing. The challenge is in intelligent segmentation of doctors.

Data Mining is a process of exploring and analyzing large quantities of data to discover useful knowledge (patterns and rules) in order to enable intelligent segmentation of data. Data mining can provide marketers with valuable information on their customers' needs, attitudes, consuming behavior and propensity to buy their products. It can help marketers to refine their strategies at designing the most effective campaigns and target the best prospects. ADD.PHARMA uses data mining technology to select targets for your marketing campaign using behavior patterns, acquire new and retain valuable customers, increase customer lifetime value, improve customer satisfaction or profile customers by filling in missing values by using forecasting learning algorithm.



add.PHARMA - Project Allocations -

Here you can allocate different sources to this marketing campaign.

Allocate: specialization

- institution type
- brand
- promo material
- specialization
- subspecialization
- user

<input checked="" type="checkbox"/>	show		
<input checked="" type="checkbox"/>	neurologas		
<input checked="" type="checkbox"/>	Pharmacist		
<input checked="" type="checkbox"/>	PSICH		
<input checked="" type="checkbox"/>	psich.		
<input checked="" type="checkbox"/>	Psichiatras		
<input checked="" type="checkbox"/>	psichiatre		
<input checked="" type="checkbox"/>	psihciatras		
<input checked="" type="checkbox"/>	psihciatre		

Targeting
Define target group using atributes like specialisation, subspecialisation, institution type etc

total rows: 7

14/04/2008 - 18/04/2008

- Unfinished tasks 0
- Finished tasks
- Planned visits
- Finished visits

Targeting

- BPG 23 / 7
- Ginekologas 44 / 0

Birthdays in next 7 days

Andriuškevičienė Milda (15/04/2)
 Arkusauskas Alfredas (15/04/2)

Namedays in next 7 days

all types | all statuses | my calendar

14/04/2008 - 18/04/2008

add.PHARMA - Planning -

Filters

Marketing group: Campaign Spring 08 - Cyclomicine

Planned from: [] to [] [X] [] [X]

Previous from: [] to [] [X] [] [X] ↑

Not visited

Advanced Search

[] Search

<input type="checkbox"/>	Bobrovius Vladimirus	Lazdijų rajono PSC, Vl	
<input type="checkbox"/>	Bobroviene Virginija	Lazdijų rajono PSC, Vl	BPG
<input checked="" type="checkbox"/>	Ambrazajiene Aldona	Marjampolės PSC, Vl	
<input checked="" type="checkbox"/>	Bendoraitiene Jolanta	Marjampolės PSC, Vl	
<input checked="" type="checkbox"/>	Burjanieni Kristina	Marjampolės PSC, Vl	
<input checked="" type="checkbox"/>	Cekaitiene Inga	Marjampolės PSC, Vl	
<input type="checkbox"/>	A.Šlekys	UAB"Fama Bona" Bend	
<input type="checkbox"/>	Aldona Čekavičienė	UAB"Saulės šeimos medicinos centras"	BPG
<input type="checkbox"/>	Audrone Urbonienė	UAB"Saulės šeimos medicinos centras"	BPG
<input type="checkbox"/>	Bernotas Alfonsas	Vilkaviškio PSC, Vl	BPG
<input type="checkbox"/>	Algimantas Dijokas	Vš[Druskininkų PSC	BPG
<input type="checkbox"/>	Ambrazaitienė	Vš[Druskininkų PSC / Vš[Druskininkų PSC	BPG

Total rows: 310

Page 1 of 7

Rows/Page: 50

Plan visit for selected contact(s) on 15/04/2008 08:00 visit group visit is

Planning procedure
 Med Rep can filter clients according to targets defined in Marketing campaign

Table Analysis Tools

Analyze Key Influencers Detect Categories Fill From Example Forecast Highlight Exceptions Scenario Analysis

DMAddinsDB (GOLDMEMBER) Connection Help

Data Mining			
Category Name	Row Count		
Younger doctors	110		
Very young doctors	66		
Older doctors	95		
Category 4	53		
Category	Column	Value	Relative Importance
Younger doctors	Age	Low:46527 - 93269	
Younger doctors	Internet user	Yes	
Younger doctors	Our Brand	Yes	
Younger doctors	Open to incent	Yes	
Younger doctors	Potential	Middle	
Very young doctors	Sales	Very Low:< 46527	
Very young doctors	Open to incent	Yes	
Very young doctors	Our Brand	Yes	
Very young doctors	Internet user	Yes	
Very young doctors	Potential	Middle	
Very young doctors	Age	Very Low:< 40	
Older doctors	Our Brand	No	
Older doctors	Loyalty	Low	
Older doctors	Open to incent	No	
Older doctors	Internet user	No	
Older doctors	Potential	High	
Older doctors	Brick	Central	
Older doctors	Age	Very High:>= 62	
Category 4	Brick	Central	
Category 4	Loyalty	Low	
Category 4	Open to incent	No	
Category 4	Internet user	No	
Category 4	Our Brand	No	
Category 4	Potential	High	
Category 4	Age	Medium:45 - 57	

