

# E-detailing Trends

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## Abstracts

Are we witnessing the death of the salesman?

Figures from a 2009 survey of physicians suggests that might be the case. Just 17 percent of doctors say they want traditional, linear contact from sales reps. Not surprisingly, the industry is responding, cutting sales rep numbers to an expected 75,000 by 2012, from 102,000 in 2007.

Instead of reps, 43 percent of physicians favour e-detailing. Another 23 percent would like to replace some sales calls with e-detailing. As more and more doctors migrate to physician-only websites, online sources of information and interactive formats, the use of e-detailing in marketing plans is expected to rise over the next two years.

“We have moved into a post-marketing age,” observes Alex Butler, strategic marketing manager at Janssen stressing that the web is changing how physicians want to communicate, interact and conduct business with pharma sales.

“Doctor’s don’t want messages as such,” he adds. “they want the opportunity to comment, to have dialogue, to share their thoughts.” In E-Detailing Trends, FirstWord examines the critical role of e-detailing in the pharma marketing lexicon. Based on interviews with five industry leaders and key experts, the dossier reviews the latest e-detailing developments. From the importance of delivering tangible intelligence and embedding e-details into physicians’ mobiles to the use of a broader e-detailing environments and the need for analytics to determine digital channel effectiveness, the report offers up-to-the-minute insight into an emerging movement. Concise, reliable and authoritatively researched, the report is a critical guide to a marketing industry in flux.

## Scope

The report offers insights into:

Key trends in e-detailing, including the use of mobile technologies

The blending of traditional sales and e-detailing in marketing

## **Highlights**

Breakdown of pharma spending on e-detailing and factors shaping its use

Discussion of the types of e-detailing, including directed versus self-directed online sessions

Overview of the importance of content and how to customize messages

Use of new e-detailing environments such as physician-only online communities

Insights into the timing—and future—of e-detailing

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Rise of the e-physician  
Doctors on the move

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Pharma spending on e-detailing

### **FACTORS SHAPING THE E-DETAILING MARKET**

Interaction  
Convenience  
Compliance

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Directed virtual online session  
    Interactive  
    Via video  
Self-directed sessions  
The detailing mix  
    Value conversion

### **CONTENT IS ALL IMPORTANT**

What physicians want?  
    Incentives for physicians  
Customising messages  
Understanding the medium  
The importance of a good brand  
Key opinion leaders

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*E-detailing Trends*

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Can the e-detail replace the rep? Yes  
Improving rep performance

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Best product life stage for e-detailing

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Physician online communities  
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Case study: Boehringer Ingelheim

## **MEASURING ROI**

## **FUTURE OF E-DETAILING**

More interaction  
Concept of e-detail changing  
M-details  
Getting the message right

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