

DISSERTATION PRESENTATION

“Sales performance analytics & effort optimization for an opioid brand”

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Content

- Introduction
- Objectives
- Research question
- Overall Approach/methodology
- Conclusion +recommendations /Summary of Boston
- Results /Deep Dive in Territories

Introduction



Research question?

- What are the gaps in the performance of an opioid drug & what measures can be adapted for the same?

Objectives

To analyze the performance of the opioid brand

To identify the sales efforts made for generating prescriptions for the brand

Segmentation of regions from national level to specialty level based on performance & potential

Deep dive into the territories performances

To diagnose the gaps in the potential & performance of the prescribers within each specialty

Methodology

Identify Current Trends

Call and TRx Trend So Far...

- Calls trend 6 months (24 weeks)
- TRx return
- Are new prescribers getting added?
- How much of market share achieved across the current prescribers?



What is Working and Not Working?

Response To Calls is Dependent on...

- Are enough physicians called?
- Are physicians called enough to get activated?
- If calls to only limited prescribers?
- If limited response despite calls?



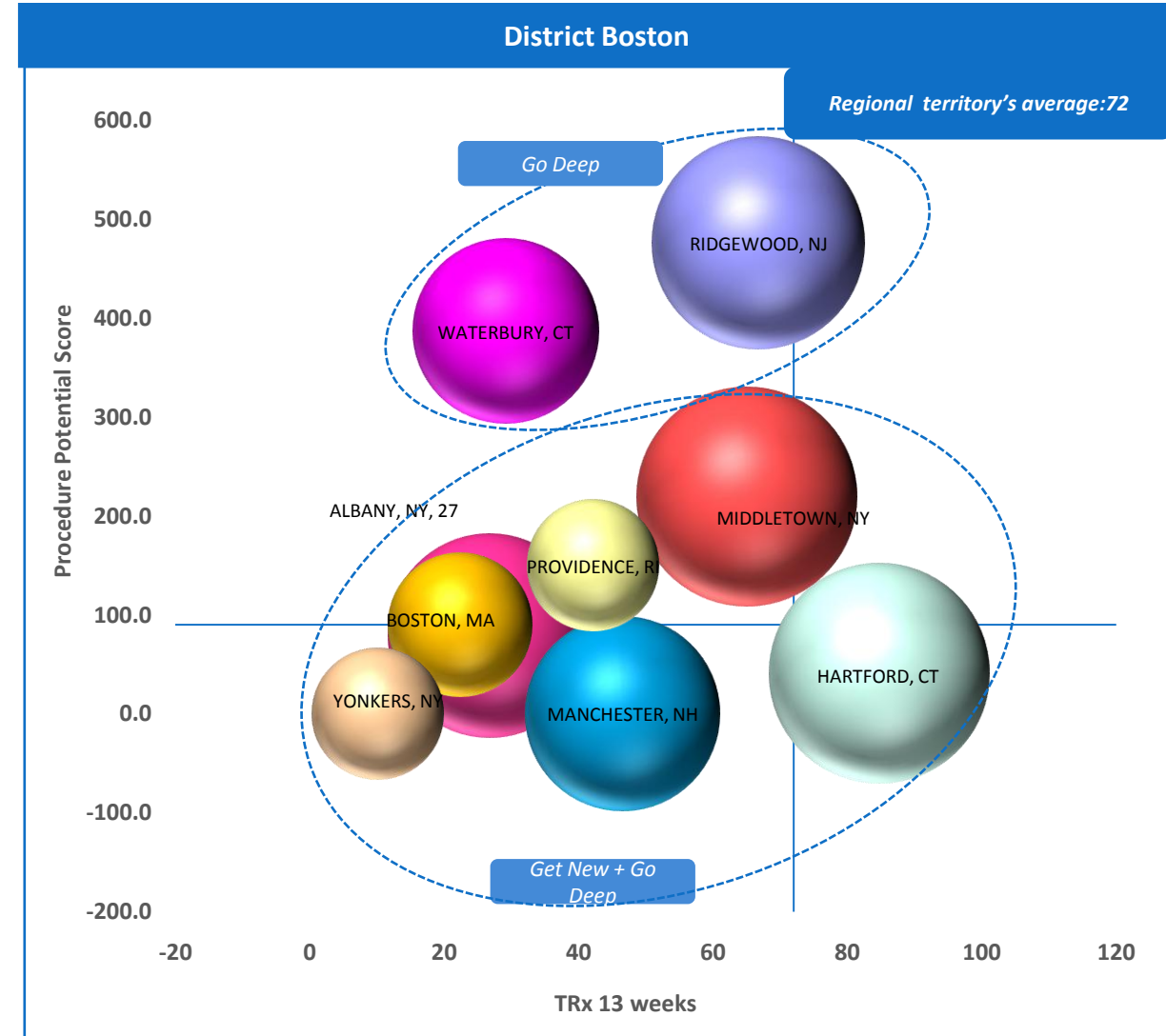
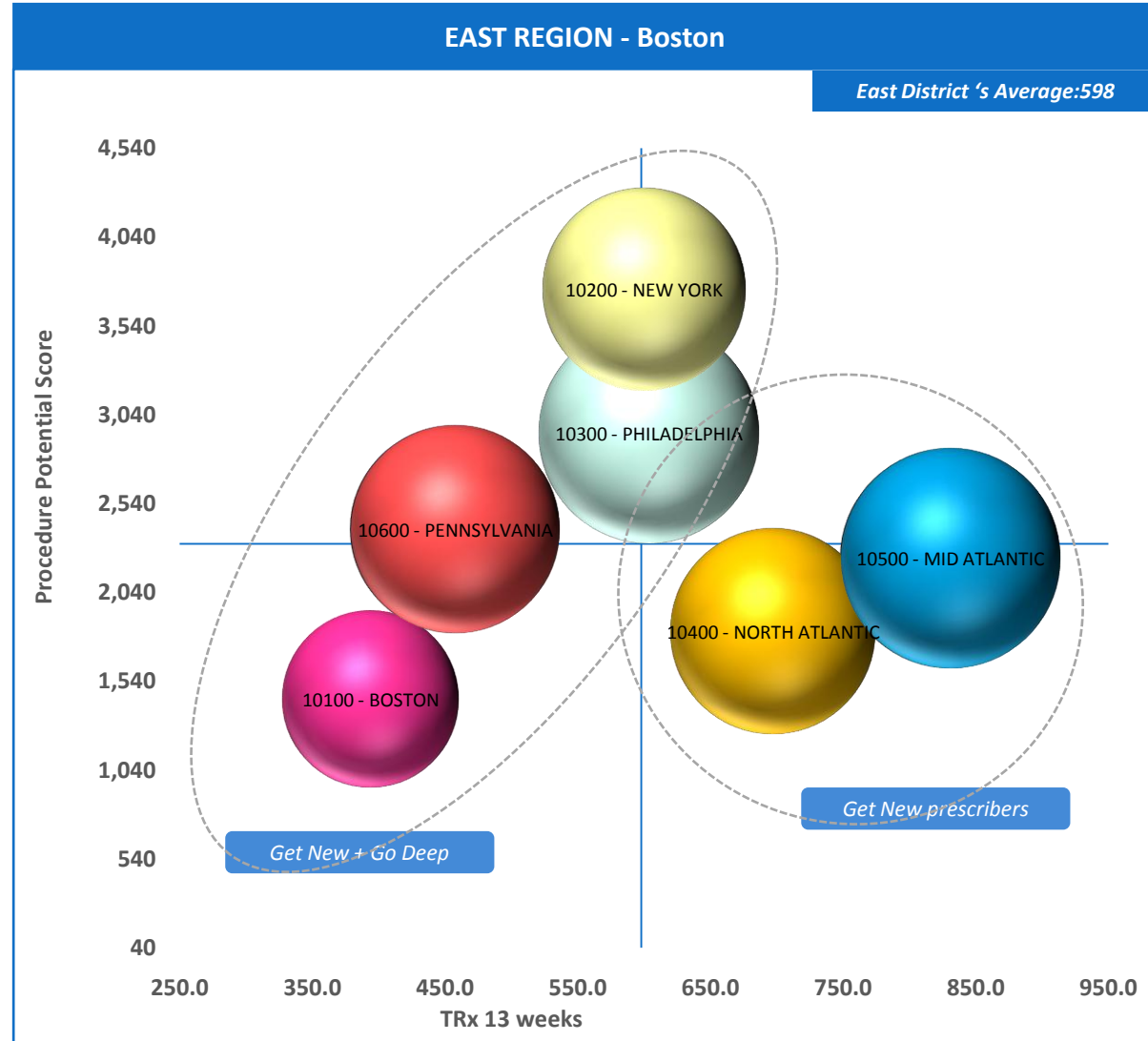
Knowledge Sharing is Vital

Sharing Best Practices...

- Are there outperformers across the territories that can be implemented?
- If strategy can be implemented across?

[Click here for Definitions and Assumptions](#)

EAST – Districts' Performance and Potential to Prescribe – BOSTON

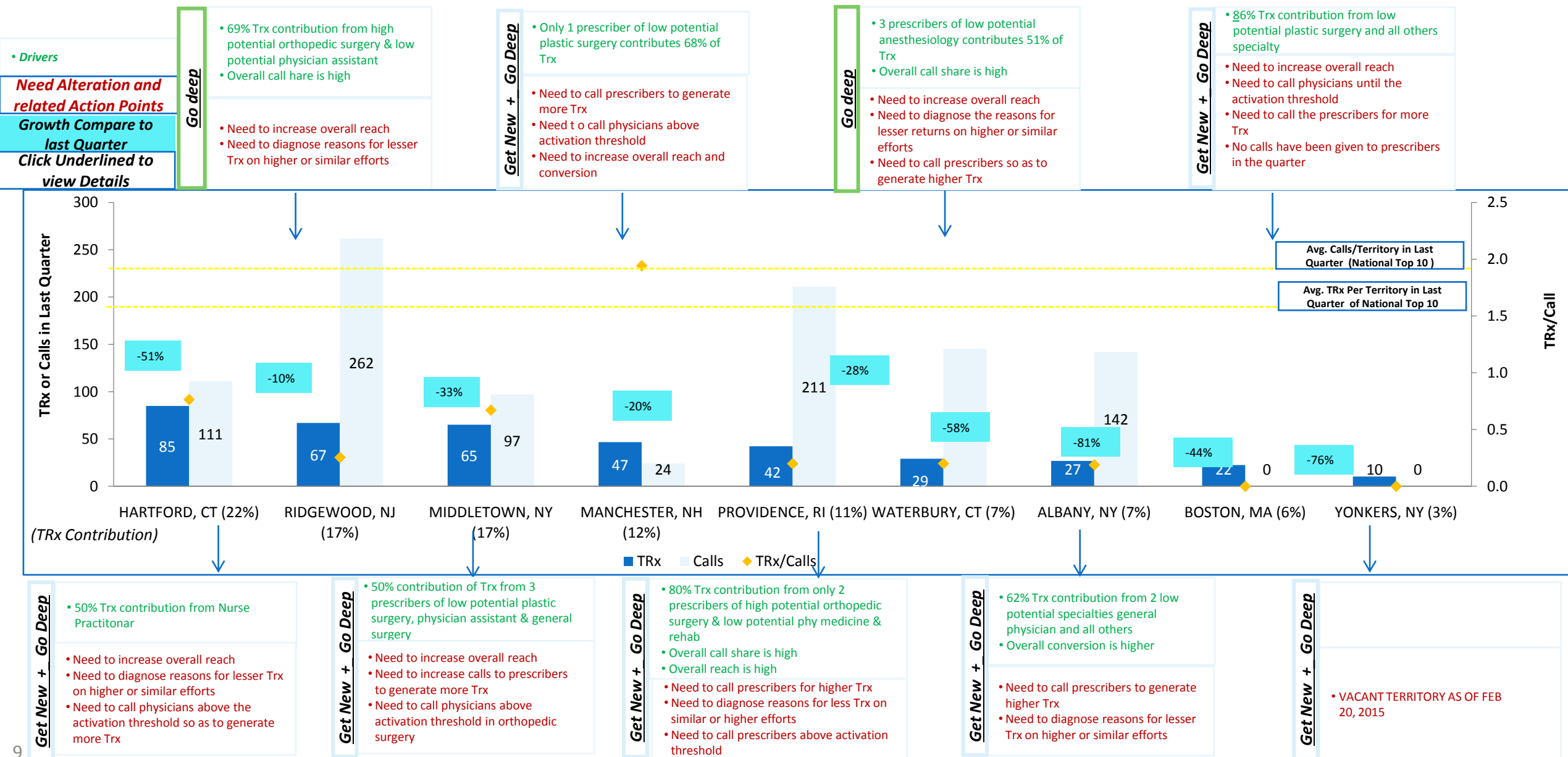


Note: Bubble size represents number of prescribers (repeat +new) in last 13 weeks(quarter)from 11/07 to 01/30

Conclusion & why?

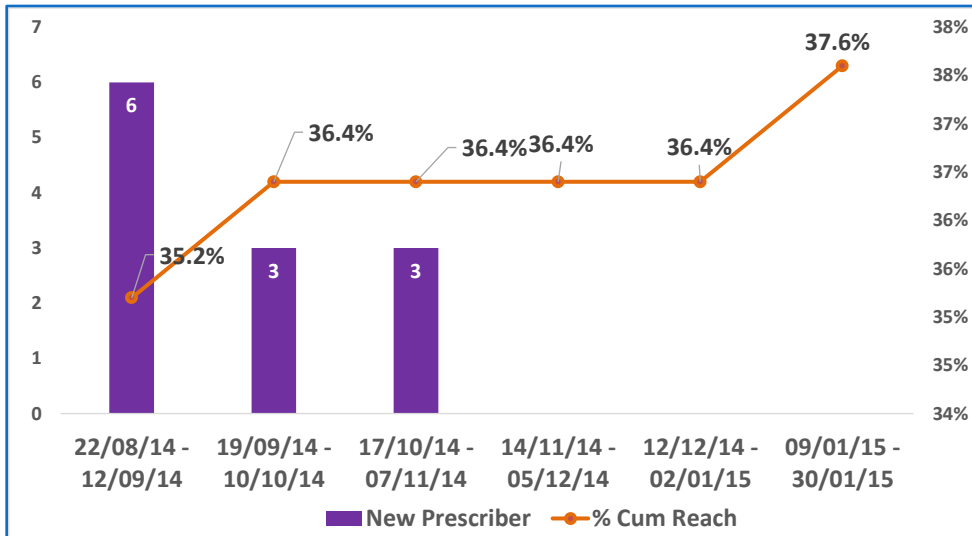
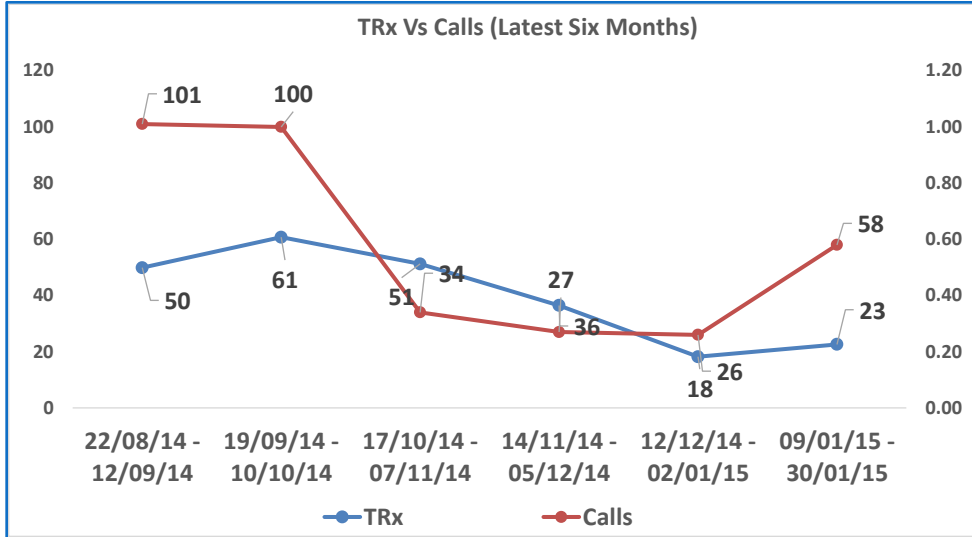
District @ Territory – Boston Latest Quarter (13 weeks) – Snapshot on Drivers and Action Points

(Growth in QTR is -48% vs. previous time period)



Results

EAST / 10100 - BOSTON / HARTFORD, CT



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	48%	21%	2%	4%	-71%	-74%
Low	52%	17%	11%	96%	-50%	-56%
Total	250	38%	12%	85	-51%	-61%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 50% Trx contribution from low potential Nurse Practitioner Specialty

Action Points

specialty	potential	Targets (Q2'15)	% Reach (LTD)	East top 10 territories Targets	East top 10 territories % Reach
ORTHOPEDIC SURGERY	High	52	65%	390	72%
PODIATRIST	High	7	29%	58	67%
GENERAL SURGERY	High	41	20%	260	39%
OVERALL		250	38%	2500	47%

- Need to increase overall reach
- Need to call physicians persistently and above the activation threshold so as to generate more Trx

- Need to diagnose reasons for lesser Trx generated in spite of higher or similar efforts

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
PHYSICIAN ASSISTANT	Low	1.6	1.3	8.4	1.4
ANESTHESIOLOGY	Low	3.7	2.2	7.3	1.9
PHYSICAL MEDICINE & REHAB	Low	1.1	1.7	7.3	1.8



EAST / 10100 - BOSTON / HARTFORD, CT

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	52	65%	1 / 2	1	0	1	3 / 17	3	0	3.1	0.3	3.1	19%	9	40%
	Low	32	44%	0 / 1	0	0	1	0 / 1	0	0	0.0	0.0	0.0	9%	5	31%
PODIATRIST	High	7	29%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	29%
	Low	7	0%	1 / 3	1	0	3	1 / 5	1	0	1.0	0.0	0.0	0%	0	0%
GENERAL SURGERY	High	41	20%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	1%	0	2%
	Low	21	10%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PLASTIC SURGERY	High	4	0%	0 / 1	0	0	1	0 / 1	0	0	0.0	0.0	0.0	0%	0	0%
	Low	6	33%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	33%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	0	5 / 30	5	0	5.2	0.3	5.2	2%	2	0%
OBSTETRICS/GYNECOLOGY	High	4	25%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	25%
	Low	32	9%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	6%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	8	88%	4 / 8	4	0	3	6 / 40	6	0	1.6	1.3	0.4	19%	12	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	100%	2 / 5	2	0	1	7 / 34	7	0	3.7	2.2	0.6	17%	10	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	1	1 / 3	1	0	1.1	1.7	0.2	5%	9	0%
ALL OTHERS	High	13	54%	0 / 1	0	0	1	0 / 3	0	0	0.0	0.0	0.0	0%	6	31%
	Low	14	36%	4 / 6	4	0	2	61 / 253	61	0	15.2	2.2	2.3	29%	6	7%
Total		250	38%	14 / 31	14	0	14	85 / 389	85	0	6.1	1	1.4	111	9	14%



Optimistic Caution

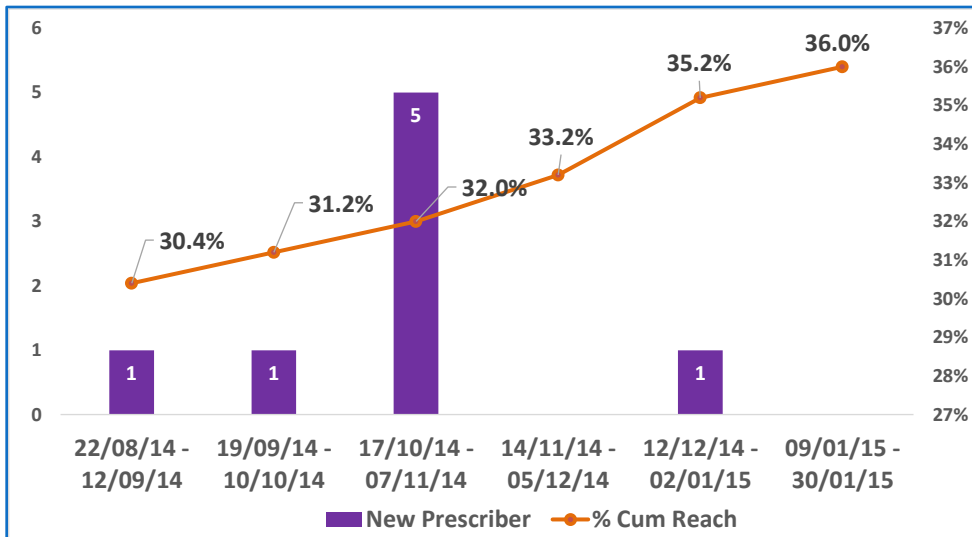
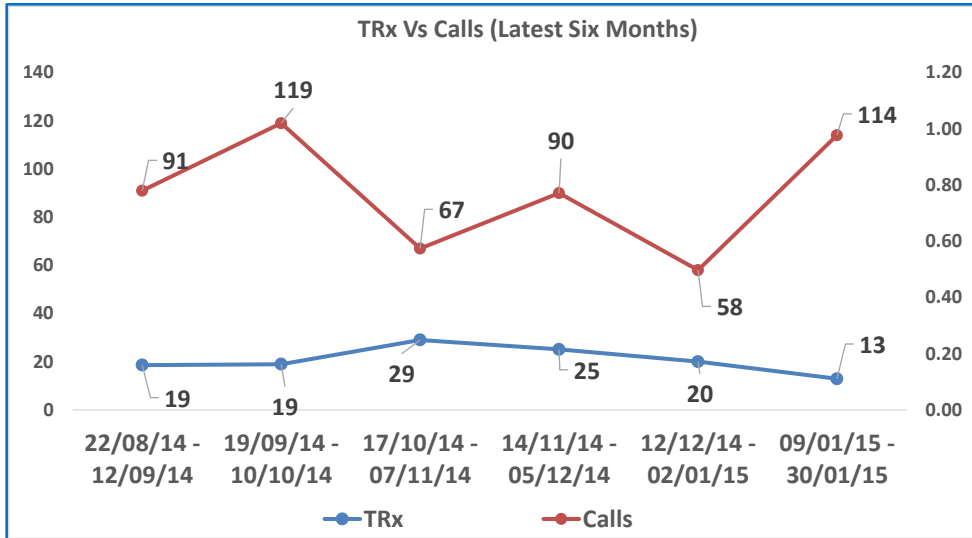
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / RIDGEWOOD, NJ



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	44%	22%	4%	57%	-26%	-21%
Low	56%	14%	6%	43%	24%	-22%
Total	250	36%	10%	67	-10%	-22%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 69% Trx contribution from 2 specialties high potential orthopedic surgery and low potential physician assistant
- Overall call share is high

Action Points

specialty	potential	Targets (Q2'15)	% Reach (LTD)	East op 10 territories Targets	East op 10 territories % Reach
PODIATRIST	High	6	17%	58	67%
GENERAL SURGERY	High	17	29%	260	39%
PLASTIC SURGERY	High	11	18%	41	59%
OBSTETRICS/GYNECOLOGY	Low	46	0%	474	8%
OVERALL		250	36%	2500	47%

- Need to increase overall reach
- Need to diagnose reasons for lesser Trx generated in spite of higher or similar efforts

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
PODIATRIST	Low	1.0	2.6	5.1	1.3
GENERAL PHYSICIAN	Low	2.0	3.0	4.3	1.0
OVERALL		5.5	3	6.7	1

[Click for Detailed Metrics](#)


Optimistic Caution

EAST / 10100 - BOSTON / RIDGEWOOD, NJ

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	59	71%	4 / 8	3	1	0	27 / 93	26	1	8.7	4.1	0.7	39%	8	36%
	Low	23	52%	0 / 1	0	0	0	0 / 1	0	0	0.0	0.0	0.0	7%	3	26%
PODIATRIST	High	6	17%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	3%	0	0%
	Low	9	22%	1 / 2	1	0	1	1 / 4	1	0	1.0	2.6	0.1	3%	0	11%
GENERAL SURGERY	High	17	29%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	6%	0	0%
	Low	22	23%	2 / 2	2	0	0	5 / 25	5	0	2.5	1.7	0.5	8%	4	9%
PLASTIC SURGERY	High	11	18%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	3%	0	0%
	Low	10	10%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	2 / 2	2	0	0	4 / 23	4	0	2.0	3.0	0.2	7%	13	0%
OBSTETRICS/GYNECOLOGY	High	6	17%	0 / 1	0	0	0	0 / 6	0	0	0.0	0.0	0.0	2%	4	0%
	Low	46	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	3	67%	3 / 3	3	0	1	19 / 25	19	0	6.2	1.1	1.9	4%	1	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	1	100%	0 / 1	0	0	0	0 / 1	0	0	0.0	0.0	0.0	0%	8	0%
ALL OTHERS	High	10	50%	1 / 1	1	0	0	11 / 33	11	0	10.6	4.6	0.8	8%	8	20%
	Low	25	36%	0 / 3	0	0	1	0 / 4	0	0	0.0	0.0	0.0	9%	3	16%
Total		250	36%	13 / 24	12	1	3	67 / 216	66	1	5.5	3	0.7	262	7	12%



Optimistic Caution

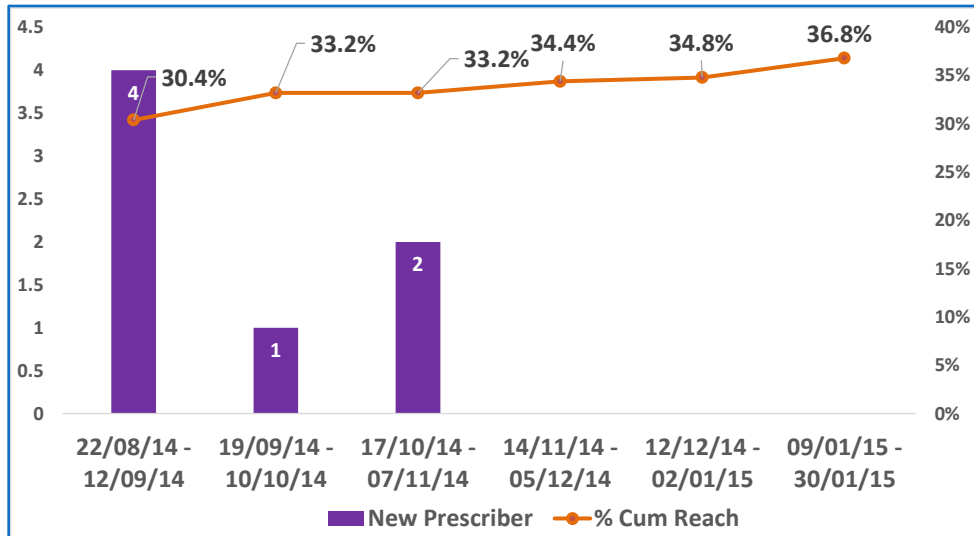
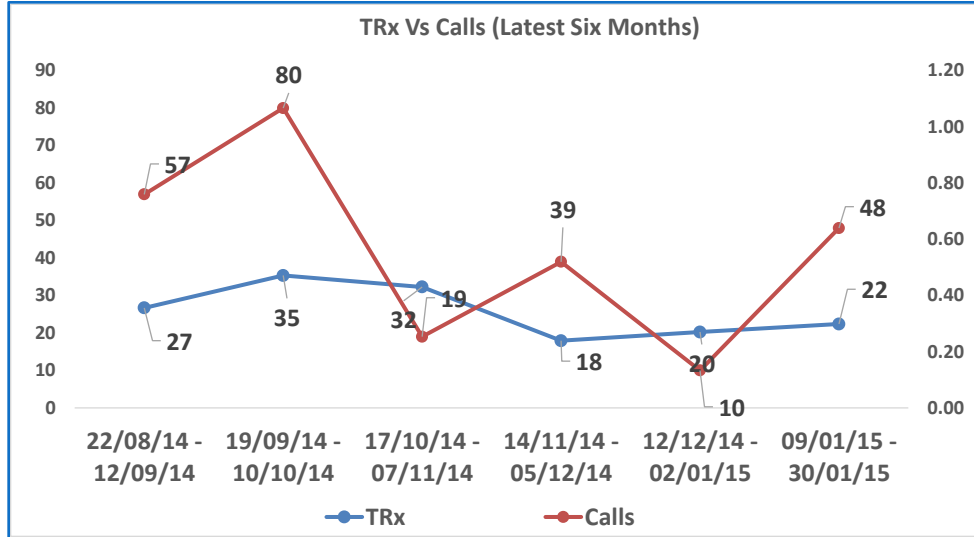
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / MIDDLETOWN, NY



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	41%	22%	1%	18%	20%	-67%
Low	59%	15%	10%	82%	-39%	-41%
Total	250	37%	11%	65	-33%	-53%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 50% contribution of Trx from 3 prescribers of low potential plastic surgery, physician assistant & general surgery

Action Points

- Need to increase overall reach

specialty	potential	Targets (Q2'15)	% Reach (LTD)	East op 10 territories Targets	East op 10 territories % Reach
PODIATRIST	High	8	50%	58	67%
GENERAL SURGERY	High	26	19%	260	39%
OBSTETRICS/GYNECOLOGY	High	6	0%	109	25%
	Low	57	0%	474	8%
OVERALL		250	37%	2500	47%

- Need to call prescribers to generate higher Trx
- Need to call physicians above the activation threshold to generate more Trx in orthopedic surgery

- Need to diagnose reasons for lesser Trx on higher or similar efforts in general surgery and overall

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
GENERAL SURGERY	High	10.5	2.3	14.3	1.6
OVERALL		4.7	1	6.7	1

[Click for Detailed Metrics](#)


Optimistic Caution

EAST / 10100 - BOSTON / MIDDLETOWN, NY

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDICSURGERY	High	49	76%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	12%	0	41%
	Low	18	72%	1 / 1	1	0	0	1 / 3	1	0	1.5	0.3	1.5	5%	8	44%
PODIATRIST	High	8	50%	1 / 1	1	0	1	1 / 10	1	0	1.2	0.0	0.0	4%	8	0%
	Low	17	18%	1 / 2	1	0	0	1 / 5	1	0	1.2	1.0	0.4	7%	11	0%
GENERAL SURGERY	High	26	19%	1 / 1	1	0	0	11 / 12	11	0	10.5	2.3	1.5	9%	0	8%
	Low	17	18%	2 / 3	2	0	0	8 / 27	8	0	4.2	0.8	1.7	10%	0	0%
PLASTIC SURGERY	High	5	40%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	2%	0	20%
	Low	4	50%	1 / 1	1	0	0	11 / 24	11	0	11.1	3.3	1.1	11%	0	0%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	4	100%	2 / 4	2	0	1	6 / 29	6	0	2.8	0.5	1.9	7%	14	0%
OBSTETRICS/GYNECOLOGY	High	6	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	57	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	100%	1 / 5	1	0	0	11 / 58	11	0	11.0	2.6	1.4	21%	11	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	1	10 / 27	10	0	9.7	1.0	3.2	3%	8	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	1	100%	1 / 1	1	0	0	3 / 8	3	0	2.7	1.0	0.9	3%	8	0%
ALL OTHERS	High	9	78%	0 / 1	0	0	1	0 / 3	0	0	0.0	0.0	0.0	3%	0	44%
	Low	22	18%	2 / 5	2	0	5	2 / 11	2	0	1.1	0.0	0.0	1%	1	9%
Total		250	37%	14 / 27	14	0	9	65 / 217	65	0	4.7	1	1.5	97	10	12%



Optimistic Caution

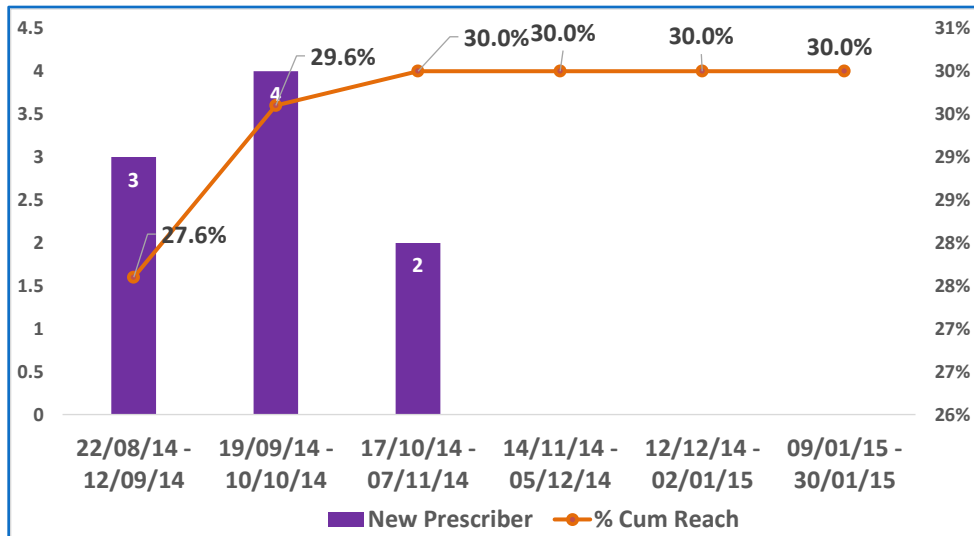
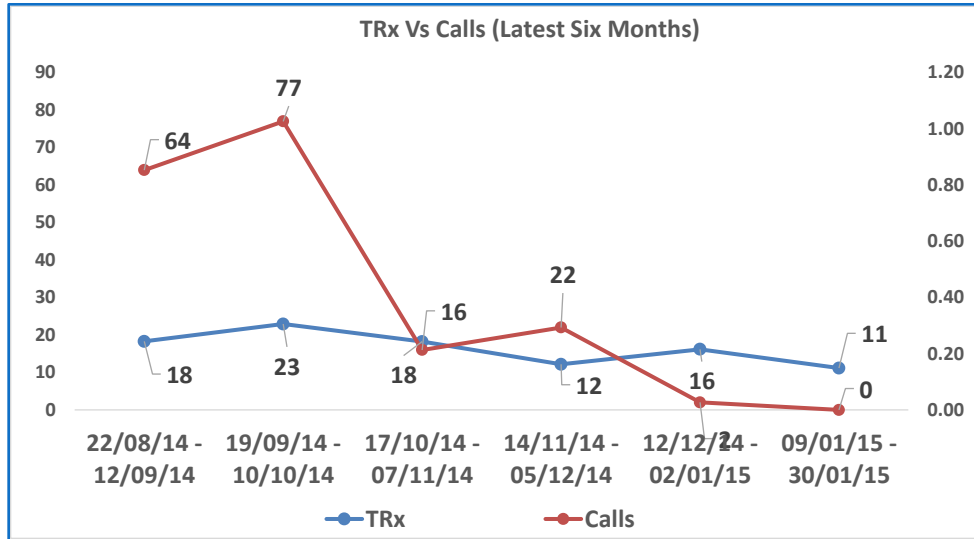
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / MANCHESTER, NH


[Click for Detailed Metrics](#)

Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	57%	16%	1%	0%	-100%	-95%
Low	43%	14%	9%	100%	-17%	-84%
Total	250	30%	10%	47	-20%	-88%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 68% Trx contribution from only 1 prescriber of low potential plastic surgery

Action Points

- Need to increase overall reach and conversion

specialty	potential	Targets (Q2'15)	% Reach (LTD)	East op 10 territories Targets	East op 10 territories % Reach
ORTHOPEDIC SURGERY	High	71	35%	390	72%
GENERAL SURGERY	High	36	19%	260	39%
PLASTIC SURGERY	High	4	25%	41	59%
OBSTETRICS/GYNECOLOGY	High	9	0%	109	25%
OVERALL		250	30%	2500	47%

- Need to call prescribers to generate higher Trx as some of the prescribers are prescribing in spite of no calls given
- Overall call share is very low
- Need to call physicians above the activation threshold to generate more Trx

- Need to diagnose reasons for lesser calls given to prescribers

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
PLASTIC SURGERY	Low	31.5	0.3	8.5	1.6
PHYSICIAN ASSISTANT	Low	1.5	0.3	8.4	1.4
ANESTHESIOLOGY	Low	2.0	0.7	7.3	1.9
ALL OTHERS	Low	1.5	0.5	5.9	1.3
OVERALL		4.2	0.5	6.7	1

Optimistic Caution

EAST / 10100 - BOSTON / MANCHESTER, NH

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	71	35%	0 / 2	0	0	2	0 / 2	0	0	0.0	0.0	0.0	13%	3	32%
	Low	33	36%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	36%
PODIATRIST	High	5	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	4	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
GENERAL SURGERY	High	36	19%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	11%
	Low	17	18%	0 / 1	0	0	1	0 / 1	0	0	0.0	0.0	0.0	0%	4	12%
PLASTIC SURGERY	High	4	25%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	40%	1 / 1	1	0	0	31 / 65	31	0	31.5	0.3	31.5	4%	1	20%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	80%	0 / 5	0	0	5	0 / 10	0	0	0.0	0.0	0.0	0%	9	0%
OBSTETRICS/GYNECOLOGY	High	9	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	22	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	4	75%	2 / 4	2	0	2	3 / 25	3	0	1.5	0.3	1.5	21%	7	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	1	2 / 5	2	0	2.0	0.7	1.0	8%	11	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	1	100%	1 / 1	1	0	0	1 / 5	1	0	1.0	0.3	1.0	4%	1	0%
ALL OTHERS	High	17	47%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	41%
	Low	15	47%	6 / 8	6	0	2	9 / 58	9	0	1.5	0.5	1.0	50%	4	0%
Total		250	30%	11 / 24	11	0	13	47 / 170	47	0	4.2	0.5	3.1	24	6	18%



Optimistic Caution

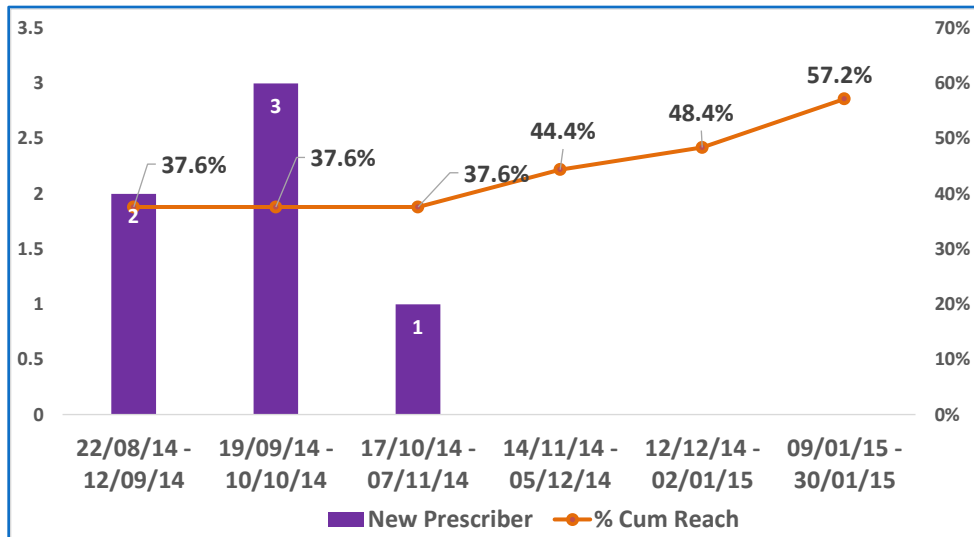
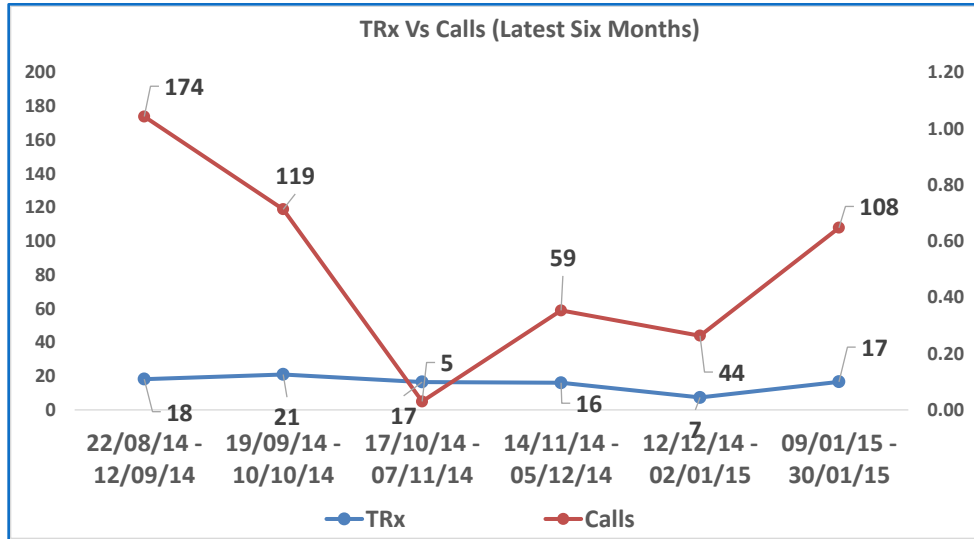
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / PROVIDENCE, RI



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	48%	31%	2%	46%	-6%	-50%
Low	52%	26%	7%	54%	-40%	-37%
Total	250	57%	8%	42	-28%	-43%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 80% Trx contribution from only 2 prescribers of high potential orthopedic surgery and low potential physical medicine & rehab
- Overall call share is high
- Overall reach is higher than the regional benchmark

Action Points

- Need to increase overall conversion
- Need to call prescribers above activation threshold in high potential Podiatrist, general surgery and plastic surgery
- Need to call prescribers for higher Trx returns

- Need to diagnose reasons for lesser Trx on higher or similar efforts

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
GENERAL PHYSICIAN	Low	3.0	1.3	4.3	1.0
PHYSICIAN ASSISTANT	Low	3.0	1.0	8.4	1.4
OVERALL		8.4	1	6.7	1

[Click for Detailed Metrics](#)


Optimistic Caution

EAST / 10100 - BOSTON / PROVIDENCE, RI

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	69	70%	1 / 3	1	0	0	19 / 55	19	0	19.3	2.3	2.8	22%	14	26%
	Low	45	51%	0 / 2	0	0	0	0 / 8	0	0	0.0	0.0	0.0	9%	0	22%
PODIATRIST	High	3	100%	0 / 1	0	0	0	0 / 1	0	0	0.0	0.0	0.0	5%	0	33%
	Low	4	50%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	2%	0	0%
GENERAL SURGERY	High	31	61%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	8%	0	32%
	Low	17	41%	0 / 2	0	0	0	0 / 4	0	0	0.0	0.0	0.0	7%	4	12%
PLASTIC SURGERY	High	4	50%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	1%	0	25%
	Low	13	69%	0 / 1	0	0	0	0 / 3	0	0	0.0	0.0	0.0	12%	4	8%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	100%	1 / 5	1	0	0	3 / 17	3	0	3.0	1.3	0.8	10%	9	0%
OBSTETRICS/GYNECOLOGY	High	2	50%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	28	18%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	3%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	0	3 / 7	3	0	3.0	1.0	1.0	4%	14	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	1	0%	1 / 1	1	0	1	2 / 5	2	0	1.6	0.0	0.0	0%	0	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	0	15 / 45	15	0	15.2	2.6	1.9	7%	6	0%
ALL OTHERS	High	10	50%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	1%	0	30%
	Low	14	71%	0 / 2	0	0	0	0 / 4	0	0	0.0	0.0	0.0	8%	6	29%
Total		250	57%	5 / 21	5	0	1	42 / 150	42	0	8.4	1	1.9	211	8	18%



Optimistic Caution

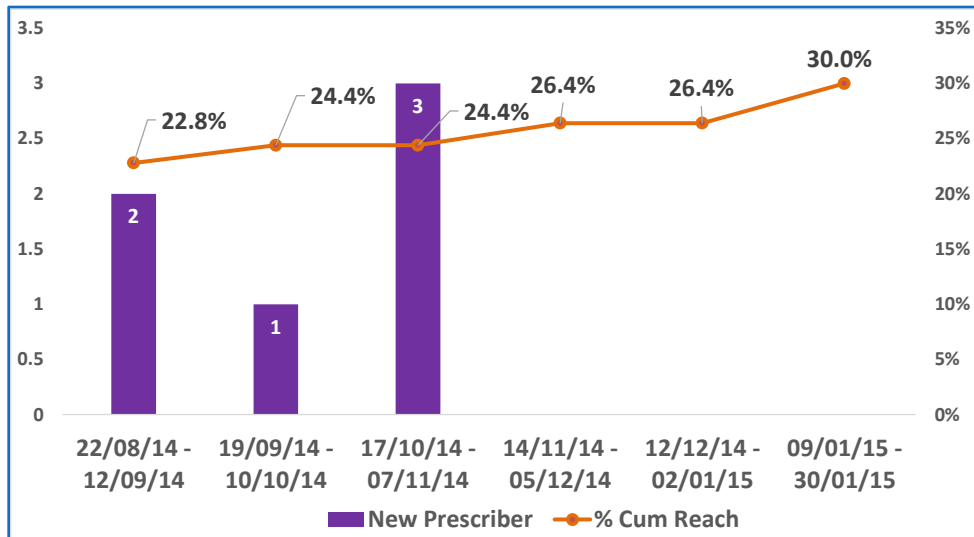
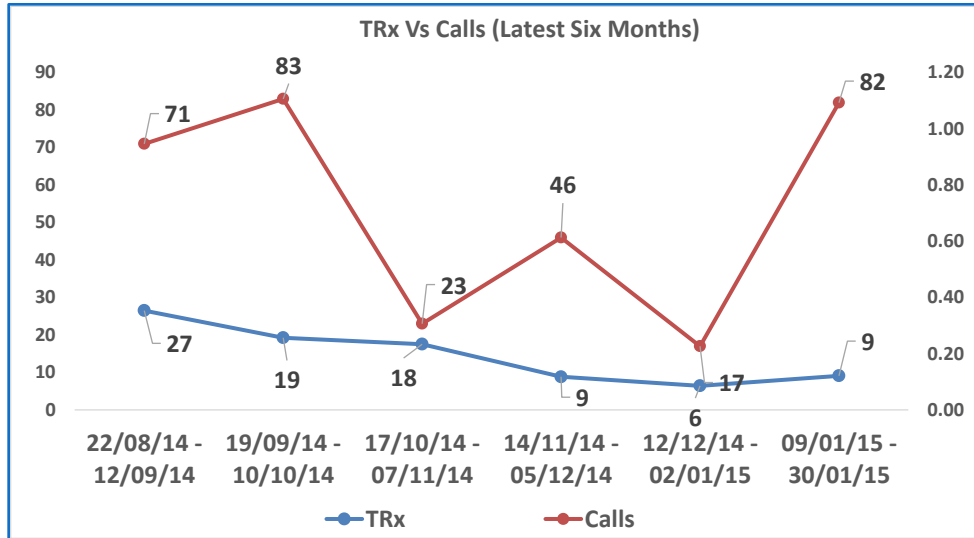
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / WATERBURY, CT



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	43%	13%	2%	32%	-73%	-2%
Low	57%	17%	8%	68%	-43%	-45%
Total	250	30%	10%	29	-58%	-33%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 51% Trx contribution from only 3 prescribers of low potential anesthesiology
- Overall call share is high
- Overall % physicians called below activation level is lower than the regional benchmark

Action Points

- Need to increase overall reach
- Need to call prescribers for higher Trx returns
- Need to diagnose reasons for lesser Trx on higher or similar efforts

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
ORTHOPEDICSURGERY	High	1.6	1.8	6.6	1.5
ALL OTHERS	High	2.3	2.0	3.0	1.1
OVERALL		2.9	1	6.7	1

[Click for Detailed Metrics](#)


Optimistic Caution

EAST / 10100 - BOSTON / WATERBURY, CT

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	45	49%	3 / 4	3	0	0	5 / 52	5	0	1.6	1.8	0.3	29%	4	18%
	Low	46	52%	0 / 2	0	0	0	0 / 3	0	0	0.0	0.0	0.0	31%	4	17%
PODIATRIST	High	7	29%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	1%	0	14%
	Low	5	60%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	2%	0	20%
GENERAL SURGERY	High	35	11%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	3%	0	6%
	Low	15	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PLASTIC SURGERY	High	5	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	12	8%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	1%	0	0%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	60%	0 / 5	0	0	3	0 / 8	0	0	0.0	0.0	0.0	2%	9	0%
OBSTETRICS/GYNECOLOGY	High	6	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	38	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	4	100%	1 / 4	1	0	0	1 / 19	1	0	1.0	0.3	1.0	8%	15	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	3	100%	3 / 3	3	0	0	15 / 35	15	0	5.0	0.8	2.1	5%	9	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	2	100%	1 / 2	1	0	0	4 / 12	4	0	3.8	1.0	1.3	5%	6	0%
ALL OTHERS	High	9	44%	2 / 2	2	0	0	5 / 8	5	0	2.3	2.0	0.4	10%	4	11%
	Low	13	23%	0 / 3	0	0	1	0 / 7	0	0	0.0	0.0	0.0	4%	8	0%
Total		250	30%	10 / 25	10	0	4	29 / 143	29	0	2.9	1	0.7	145	8	8%



Optimistic Caution

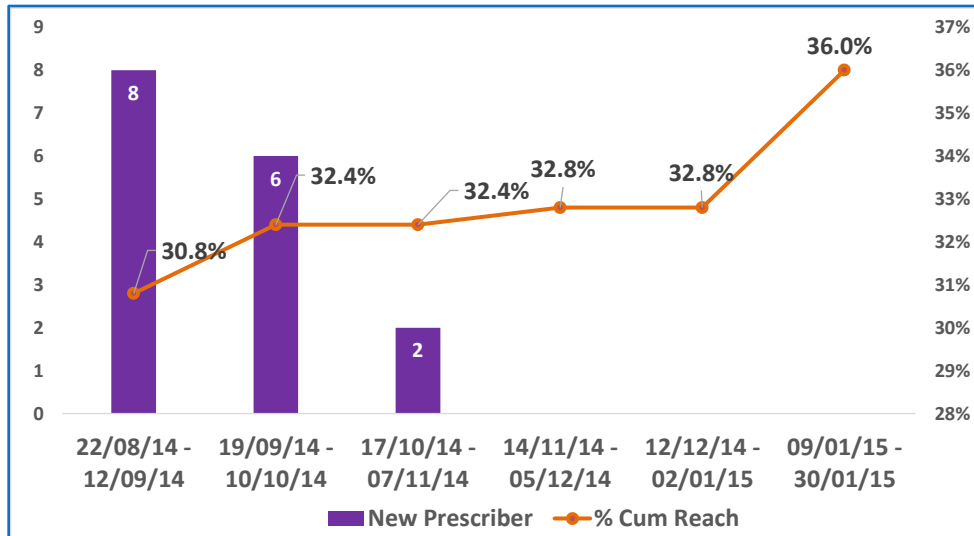
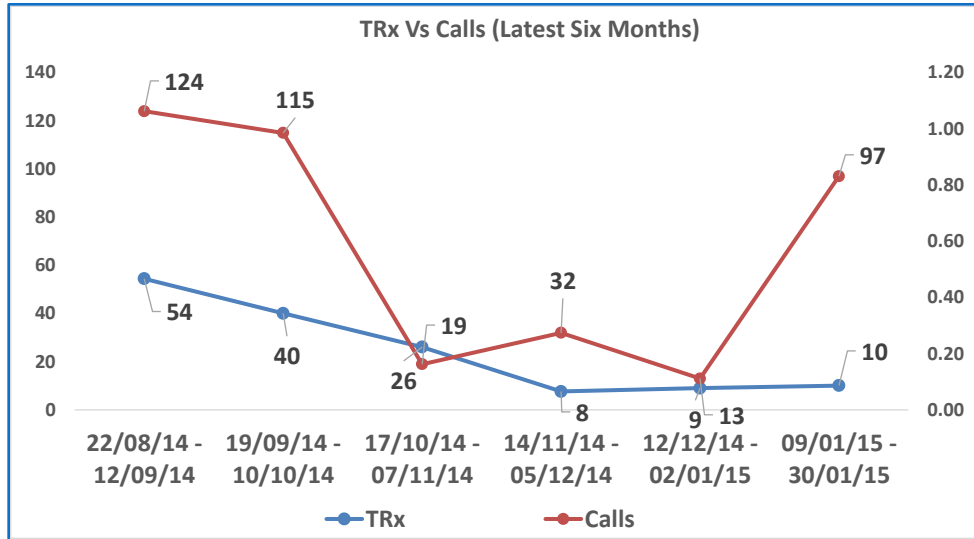
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / ALBANY, NY



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	48%	19%	6%	12%	-92%	-67%
Low	52%	17%	14%	88%	-76%	-46%
Total	250	36%	20%	27	-81%	-54%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 62% Trx is generated from two low potential specialties all others an general physician
- Overall conversion is higher than the regional benchmark

Action Points

- Need to increase overall reach and reach in high potential specialties

specialty	potential	Targets (Q2'15)	% Reach (LTD)	East op 10 territories Targets	East op 10 territories % Reach
ORTHOPEDIC SURGERY	High	56	46%	390	72%
GENERAL SURGERY	High	35	29%	260	39%
PLASTIC SURGERY	High	9	33%	41	59%
OBSTETRICS/GYNECOLOGY	High	7	14%	109	25%
OVERALL		250	36%	2500	47%

- Need to call prescribers to generate higher Trx as some of the prescribers are prescribing in spite of no calls given

- Need to diagnose reasons for less Trx in spite of higher or similar efforts overall and in general physician specialty
- Need to diagnose reasons for lesser calls given to prescribers

specialty	Potential	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	East top 10 territories TRx/ Repeat Presc. (QTR)	East top 10 territories Calls/ Repeat Presc. (Monthly)
GENERAL PHYSICIAN	Low	3.3	2.3	4.3	1.0
PHYSICIAN ASSISTANT	Low	2.4	0.2	8.4	1.4
ALL OTHERS	Low	2.0	1.2	5.9	1.3
OVERALL		2.2	1	6.7	1



EAST / 10100 - BOSTON / ALBANY, NY

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	56	46%	1 / 6	1	0	3	3 / 38	3	0	3.3	0.0	0.0	10%	8	27%
	Low	14	36%	0 / 1	0	0	0	0 / 4	0	0	0.0	0.0	0.0	8%	0	7%
PODIATRIST	High	6	83%	0 / 4	0	0	1	0 / 9	0	0	0.0	0.0	0.0	8%	12	17%
	Low	2	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
GENERAL SURGERY	High	35	29%	0 / 3	0	0	2	0 / 3	0	0	0.0	0.0	0.0	4%	3	14%
	Low	18	17%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	1%	0	6%
PLASTIC SURGERY	High	9	33%	0 / 3	0	0	0	0 / 24	0	0	0.0	0.0	0.0	5%	6	0%
	Low	8	50%	1 / 2	1	0	0	1 / 10	1	0	1.0	1.0	0.3	4%	5	13%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	5	80%	2 / 5	2	0	2	7 / 50	7	0	3.3	2.3	0.5	14%	12	0%
OBSTETRICS/GYNECOLOGY	High	7	14%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	14%
	Low	53	9%	0 / 1	0	0	0	0 / 3	0	0	0.0	0.0	0.0	2%	0	6%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	7	71%	2 / 7	2	0	3	5 / 39	5	0	2.4	0.2	4.7	7%	9	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	7	100%	1 / 7	1	0	3	1 / 42	1	0	1.0	0.0	0.0	8%	10	0%
ALL OTHERS	High	6	33%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	3%	0	17%
	Low	17	59%	5 / 11	5	0	3	10 / 66	10	0	2.0	1.2	0.6	25%	6	6%
Total		250	36%	12 / 50	12	0	17	27 / 288	27	0	2.2	1	0.7	142	8	11%



Optimistic Caution

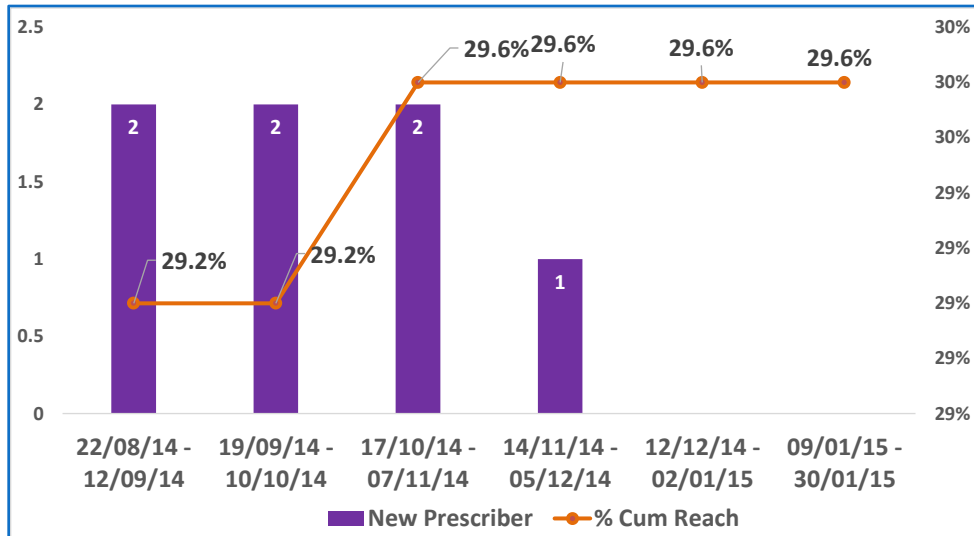
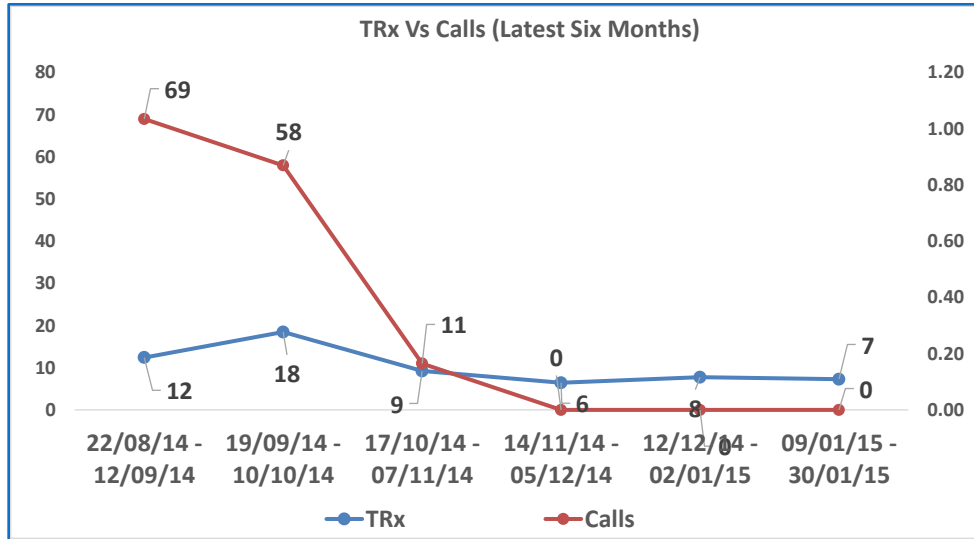
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / BOSTON, MA



Performance and Drivers

Potential	Total Target	% Reach	% Conversion	% TRx (QTR)	% TRx Growth	% Calls Growth
High	51%	19%	2%	9%	-89%	-100%
Low	49%	11%	4%	91%	-6%	-100%
Total	250	30%	6%	22	-44%	-100%

- Latest 13 weeks through 01/30 (Quarter, QTR) contribution: 86% Trx contribution from low potential plastic surgery & all others specialty

Action Points

specialty	potential	Targets (Q2'15)	% Reach (LTD)	East op 10 territories Targets	East op 10 territories % Reach
ORTHOPEDIC SURGERY	High	52	65%	390	72%
PODIATRIST	High	7	29%	58	67%
GENERAL SURGERY	High	41	20%	260	39%
OVERALL		250	38%	2500	47%

- Need to increase overall reach and conversion
- Need to call physicians persistently and above the activation threshold so as to generate more Trx in low potential orthopedic surgery and high potential general surgery
- Need to call prescribers for more Trx

- No calls have been given to the prescribers in the quarter

[Click for Detailed Metrics](#)


Optimistic Caution

EAST / 10100 - BOSTON / BOSTON, MA

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDICSURGERY	High	70	43%	0 / 1	0	0	1	0 / 1	0	0	0.0	0.0	0.0	0%	0	34%
	Low	51	39%	1 / 1	1	0	1	1 / 5	1	0	1.0	0.0	0.0	0%	21	31%
PODIATRIST	High	7	43%	1 / 3	1	0	3	2 / 19	2	0	2.1	0.0	0.0	0%	17	0%
	Low	7	14%	0 / 2	0	0	2	0 / 3	0	0	0.0	0.0	0.0	0%	4	0%
GENERAL SURGERY	High	26	27%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	27%
	Low	19	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PLASTIC SURGERY	High	9	11%	0 / 1	0	0	1	0 / 1	0	0	0.0	0.0	0.0	0%	0	11%
	Low	17	12%	2 / 2	1	1	2	10 / 23	9	1	8.8	0.0	0.0	0%	0	6%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
OBSTETRICS/GYNECOLOGY	High	5	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	17	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	1	100%	0 / 1	0	0	1	0 / 1	0	0	0.0	0.0	0.0	0%	2	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
ALL OTHERS	High	10	60%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	60%
	Low	11	27%	2 / 4	2	0	4	9 / 23	9	0	4.7	0.0	0.0	0%	12	9%
Total		250	30%	6 / 15	5	1	15	22 / 77	21	1	4.3	0	0.0	0	12	20%



Optimistic Caution

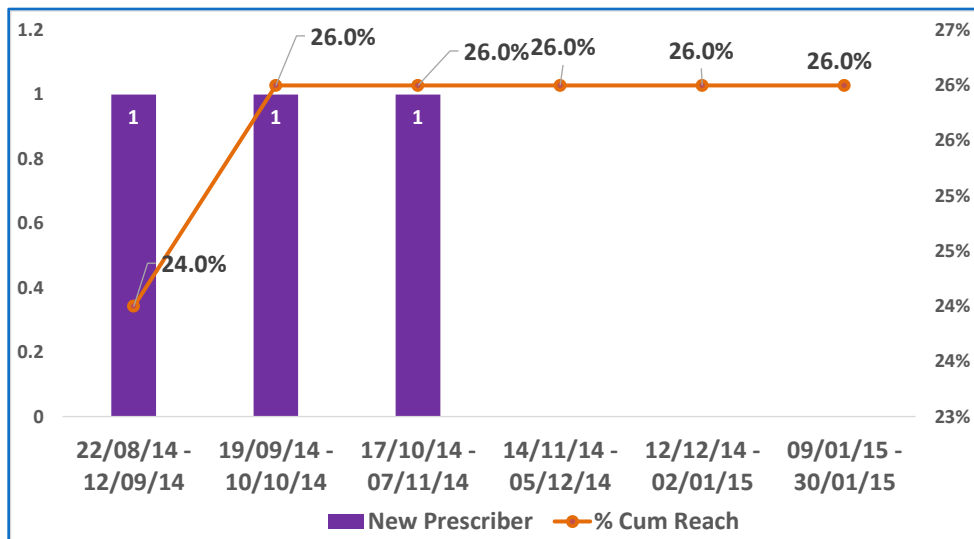
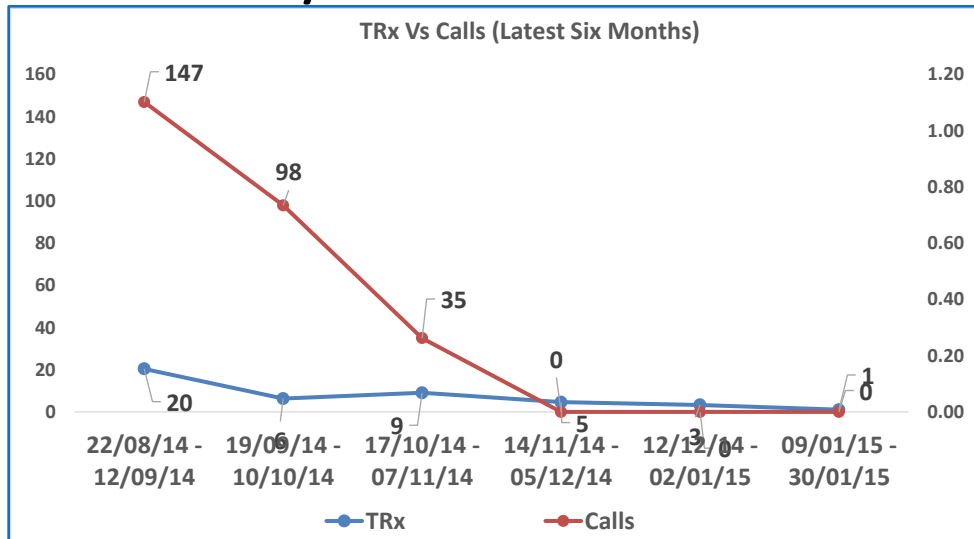
Get New Prescriber

Go Deep

Get New + Go deep

Scope to Optimize Efforts

EAST / 10100 - BOSTON / YONKERS, NY



EAST / 10100 - BOSTON / YONKERS, NY

QTR Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activatio n Calls + No Calls 06 Weeks (LTD)
ORTHOPEDICSURGERY	High	42	38%	0 / 3	0	0	3	0 / 10	0	0	0.0	0.0	0.0	0%	6	14%
	Low	50	40%	0 / 1	0	0	1	0 / 2	0	0	0.0	0.0	0.0	0%	0	18%
PODIATRIST	High	3	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	6	50%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	50%
GENERAL SURGERY	High	20	5%	0 / 1	0	0	1	0 / 5	0	0	0.0	0.0	0.0	0%	0	5%
	Low	24	4%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PLASTIC SURGERY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	13	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
GENERAL PHYSICIAN	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	3	67%	0 / 3	0	0	3	0 / 5	0	0	0.0	0.0	0.0	0%	3	0%
OBSTETRICS/GYNECOLOGY	High	3	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	46	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
PHYSICIAN ASSISTANT	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	4	100%	1 / 4	1	0	4	1 / 47	1	0	1.3	0.0	0.0	0%	10	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	3	100%	0 / 3	0	0	3	0 / 9	0	0	0.0	0.0	0.0	0%	10	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	6	100%	3 / 6	3	0	6	8 / 40	8	0	2.6	0.0	0.0	0%	11	0%
ALL OTHERS	High	10	40%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	10%
	Low	17	29%	1 / 4	1	0	4	1 / 11	1	0	1.3	0.0	0.0	0%	8	0%
Total		250	26%	5 / 25	5	0	25	10 / 128	10	0	2.1	0	0.0	0	9	6%



Optimistic Caution

Get New Prescriber

Go Deep

Get New + Go deep

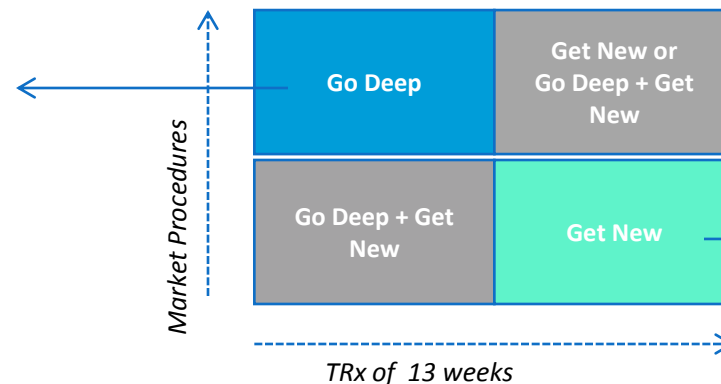
Scope to Optimize Efforts

Market Potential Definitions & Methodology

- **Repeat Prescribers:** Who have written more than once starting the launch of products and have prescribed at least once in the latest 13 weeks are considered as repeat
- **New Prescribers** – Who have written first time in the last 13 weeks
- **Discontinued Prescriber:** Physicians prescribed either once more however no TRx in last 13 weeks are classified as discontinued
- **Time Period** : Latest data used is until 01/30/2015
- **Data Sources:** Xponent Data, Q2'15 Target List, Internal Calls Activity

X Axis	TRx: Suggests the TRX generated from existing prescribers
Y Axis	1. Identified Repeat prescribers from the target list 2. Replaced one outliers, >100 TRx with average of high TRx to eliminate bias 3. Rolled up every prescriber for respective territory/districts for total potential score of prescribers
Bubble Size	Launch to date -New + Repeat prescribers

Go Deep: Current Procedures of drug prescribers with high potential to prescribe competitor products and there is a scope to get more drug TRx from them



Get New: Current surgeon prescribers of drug already prescribing significant portion of their patients on drug and hence to grow more in this region it is important to get more new physicians



Approach and Guiding Principles

High and Low Potential: Procedures x % Commercial Coverage = (Decile 1-9 = High) and (Decile 10 = Low)			
Launch to Date (LTD) 10/31	Definition	Interpretation : Lower than Reference	Interpretation : Higher than Reference
Potential	Represents commercially covered market procedures of Prescribers	Less numbers suggests low potential targeted will have limited return	High number suggests more opportunity from existing ones
Targets (Q2'15)	Total number of physicians in the target list for the respective specialty type in that geography	Less numbers suggests low opportunity	High number suggests more opportunity
% Reach (LTD)	How many of the target physicians have been called at least once till date	If there is a scope to increase awareness and increase the coverage. Increasing this would help in getting new prescribers	Scope to increase calls more with the already covered to get more TRx
Total Pres. (QTR/LTD)	Number of target drug prescribers in quarter through 01/30 (13 weeks) and LTD	Low number suggests high scope to get more	High number suggests low scope to get more
Repeat Pres. (QTR)	Number of repeat Prescribers	Less retention rate. Suggests risk with more business from onetime physicians	High retention rate. Suggests loyalty of prescribers
New Pres. (QTR)	First time target drug prescribers in quarter through 01/30 (13 weeks) and LTD	Low number suggests need to get more	High number suggests expanding prescribers base
Uncalled Pres. (QTR)	Prescribers who are never called	If the number is >0 suggests that this physician is a prime focus to call as he/she is prescribing despite being called and important to retain.	
Total TRx (QTR/LTD)	Total TRx generated by all target physicians in the QTR/ LTD	Total TRx by a specialty in a geography	
TRx Repeat Pres. (QTR)	TRx generated by repeat prescribers only, normalizing outliers with the latest next TRx volume. I.e. for 5 prescribers, are normalized	Suggests more risk with major business from onetime or discontinuous prescribers	Suggests stable customers contribution to total business
TRx New Pres. (QTR)		TRx generated by new target physicians in the QTR	
TRx/ Repeat Presc. (QTR)	TRx generated per repeat prescriber (after Outliers normalized)	Low TRx/Call suggests to identify the reason for why low: If low calls compared to reference* an increase in call may be needed; if calls are comparable to References , identifying details on calls/messaging effectiveness or access issues	High suggests good performance and continue with the current practices
Calls/ Repeat Presc. (Monthly)	Avg. calls given to a repeat prescriber in a month	Can be related to TRx/Prescriber, if low then there is a Scope to increase calls	Relate to TRx/Prescriber, if high then relate to TRX performance, if is in Sync with References continue with current practices else Diagnoses for higher call needs
TRx/ Call Repeat Pres. (QTR)	How much of TRx return for every call	If lower than reference, Scope to Diagnoses	If higher, good performance and Scope to reach more physicians
Call Share % (QTR)	How is the calls efforts spread across	When compared with target share, a lower call share suggests to channelize efforts	When compared with target share, a high call share suggests to channelize efforts
Average Calls to Activate (LTD)	How many calls on an average needed for a physician to write XXR for the first time	If a physician needs lower (than reference) number of calls to write for the first time, impact of the calls are high, could be because of better relationship or good messaging or calling frequently	If high calls needed to write 1 st TRx, it gets important to Diagnoses for efforts needed for delayed conversion – Access, calls impact may be low due to messaging etc.
% Phy Called<Activation Calls + No CalIs 06 Weeks (LTD)	Non-prescribers called below the threshold to activate them, and are not called in latest 06 weeks, suggests that reasons for them not being prescriber could be not called enough to activate		

*Reference is to compare the current District or territory with a set of territories – decided based on the regional top 10 territories



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Go Deep

Enhance Effort Distribution

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EAST Regional Benchmark Top 10 Territories

Data Through 30/01/2015	Potential	Targets (Q2'15)	% Reach (LTD)	Total Pres. (QTR/LTD)	Repeat Pres. (QTR)	New Pres. (QTR)	Uncalled Pres. (QTR)	Total TRx (QTR/LTD)	TRx Repeat Pres. (QTR)	TRx New Pres. (QTR)	TRx/ Repeat Presc. (QTR)	Calls/ Repeat Presc. (Monthly)	TRx/ Call Repeat Pres. (QTR)	Call Share % (QTR)	Average Calls to Activate (LTD)	% Phy Called<Activation Calls + No Calls 06 Weeks (LTD)
ORTHOPEDIC SURGERY	High	390	72%	20 / 47	13	7	6	110 / 388	85	25	6.6	1.5	1.4	16%	9	32%
	Low	249	56%	14 / 32	11	3	3	108 / 297	104	4	9.4	1.5	2.1	9%	9	22%
PODIATRIST	High	58	67%	14 / 24	13	1	6	68 / 212	63	5	4.9	1.4	1.1	4%	5	17%
	Low	131	63%	28 / 63	25	3	18	132 / 386	128	4	5.1	1.3	1.3	8%	8	13%
GENERAL SURGERY	High	260	39%	6 / 16	4	2	4	66 / 118	57	9	14.3	1.6	3.0	6%	4	11%
	Low	198	17%	3 / 14	3	0	4	7 / 60	7	0	2.3	1.5	0.5	2%	4	5%
PLASTIC SURGERY	High	41	59%	3 / 12	3	0	1	3 / 59	3	0	1.0	0.9	0.4	2%	5	15%
	Low	74	53%	6 / 13	4	2	4	39 / 119	34	5	8.5	1.6	1.8	3%	5	19%
GENERAL PHYSICIAN	High	2	100%	1 / 2	1	0	0	16 / 37	16	0	15.9	1.3	4.0	0%	0	0%
	Low	80	88%	20 / 80	20	0	33	87 / 410	87	0	4.3	1.0	1.5	6%	6	0%
OBSTETRICS/GYNECOLOGY	High	109	25%	3 / 7	1	2	1	9 / 33	6	3	5.9	2.0	1.0	2%	3	9%
	Low	474	8%	1 / 8	1	0	3	4 / 22	4	0	3.6	1.3	0.9	2%	7	4%
PHYSICIAN ASSISTANT	High	1	100%	0 / 1	0	0	0	0 / 4	0	0	0.0	0.0	0.0	0%	0	0%
	Low	103	86%	56 / 103	56	0	33	471 / 1278	471	0	8.4	1.4	1.9	14%	8	0%
ANESTHESIOLOGY	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	28	96%	18 / 28	18	0	3	131 / 391	131	0	7.3	1.9	1.3	5%	8	0%
PHYSICAL MEDICINE & REHAB	High	0	0%	0 / 0	0	0	0	0 / 0	0	0	0.0	0.0	0.0	0%	0	0%
	Low	45	100%	23 / 45	23	0	4	167 / 596	167	0	7.3	1.8	1.3	8%	8	0%
ALL OTHERS	High	86	64%	6 / 14	5	1	3	16 / 106	15	1	3.0	1.1	0.9	3%	6	34%
	Low	171	54%	36 / 77	35	1	24	208 / 647	206	2	5.9	1.3	1.5	11%	7	11%
Total		2500	47%	258 / 586	236	22	150	1643 / 5164	1584	60	6.7	1	1.6	2262	7	12%

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