



RECALLSAT®

Track level of recall and impact of the visit for your products

What is your product's sales call performance?

How well the messaging resonates in order to adjust/fine-tune if needed?

What is the impact of sales call on prescription behaviors?

Recall of Visits



How many physicians recall having being visited for your product? Vs. competitors?

At which frequency have they been visited? Vs. competitors?

Evaluation of the visit and Impact

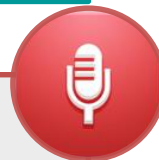


What was the length of discussion about your product?

How satisfied are physicians about the visit?

How willing are they to prescribe your product following the visit?

Message Recall and Evaluation



Which key messages do the physicians spontaneously recall?

How well do they associate the key messages with your product?

What is the impact of the key messages on their prescription behavior?

Sales Force Effectiveness



What do they think about your company? Vs. competitors?

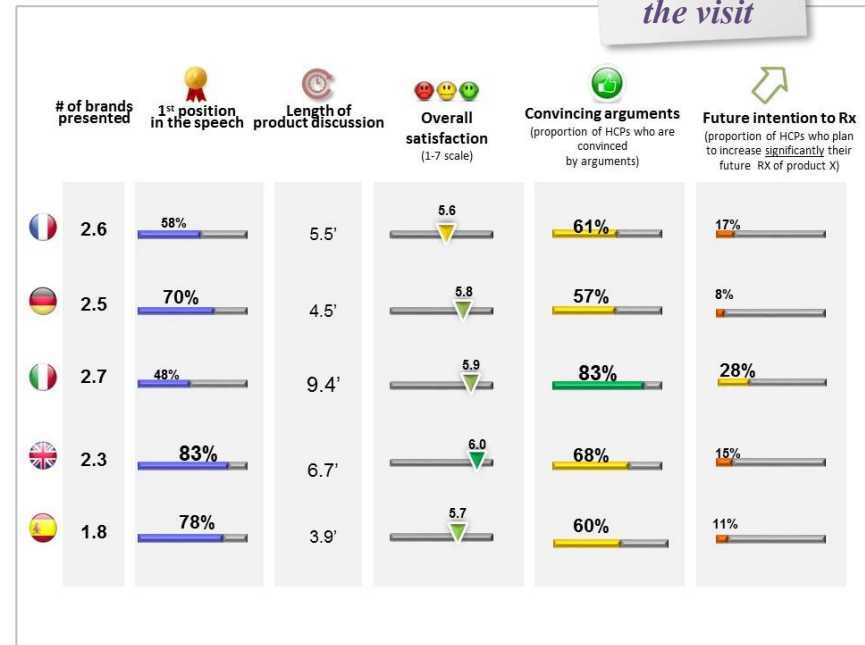
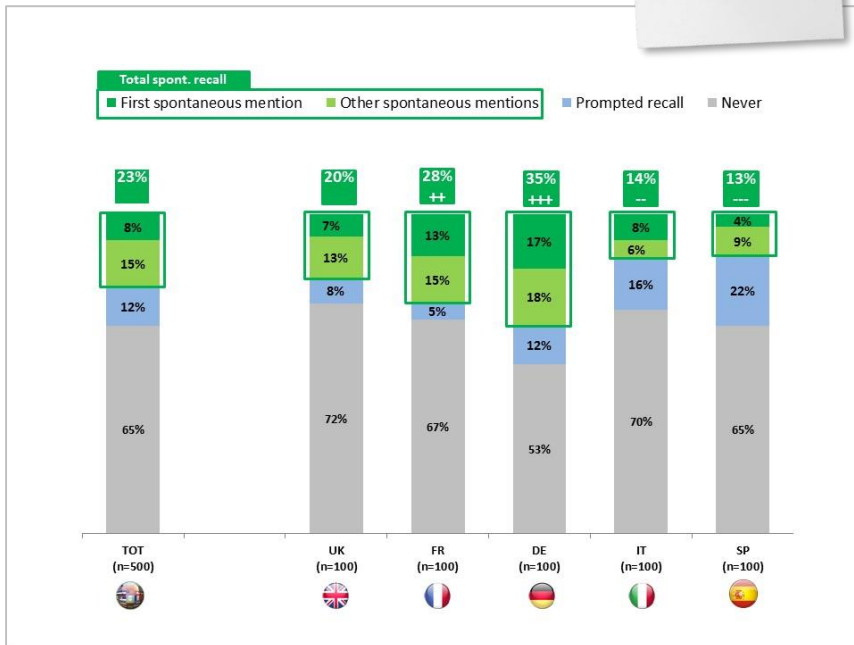
How satisfied are they with your company? Vs. competitors?



- Top of mind / Spontaneous / Probed
- Frequency of visits vs competition / share of visits
- Position and length of discussion about products
- Communication materials used during the visit
- Level of satisfaction
- Impact of the last call on prescriptions

Recall of visits

Dashboard / Sum-up of the visit

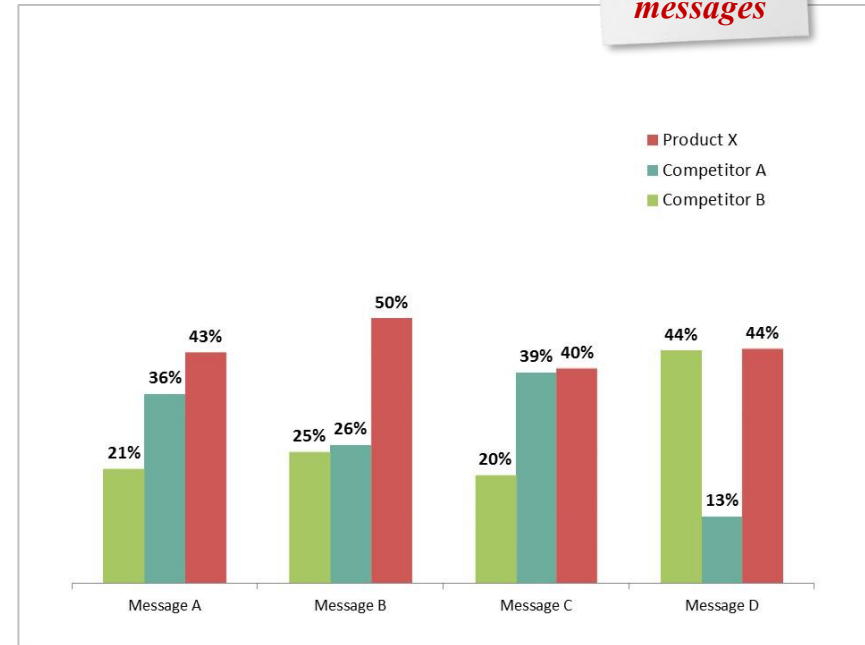
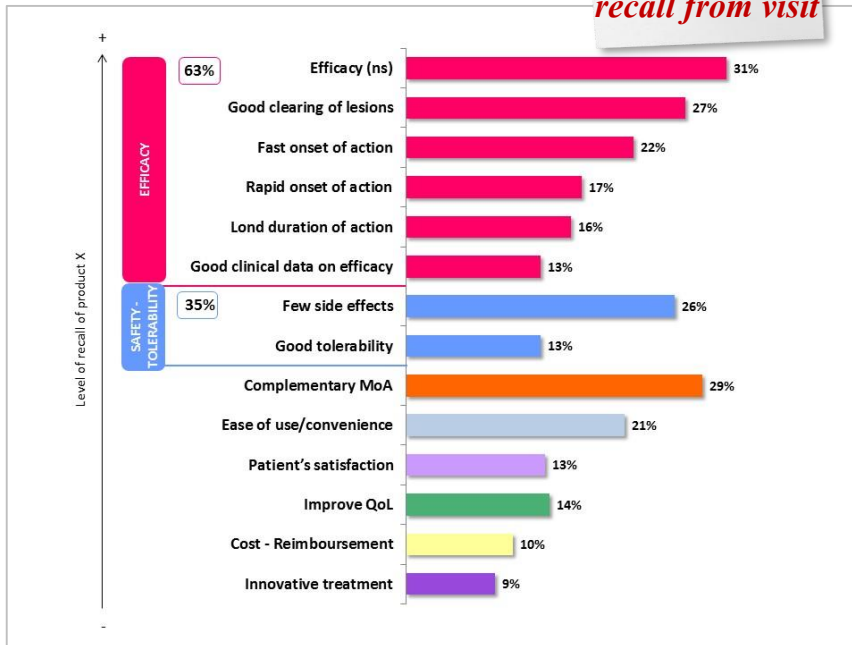




- Spontaneous recall of key messages
- Probed recall of key messages
- Evaluation of key messages (messages for your product and possibly competitors)
- Most impactful key messages
- Association of some key communication messages with brands

*Spontaneous
main messages
recall from visit*

*Assessment
of key
messages*

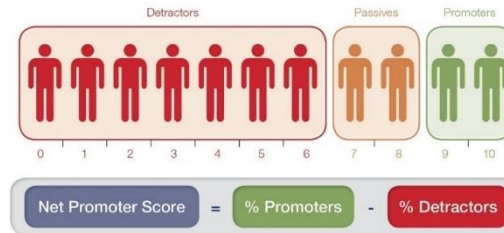


RECALLSAT®

Sales Force Effectiveness

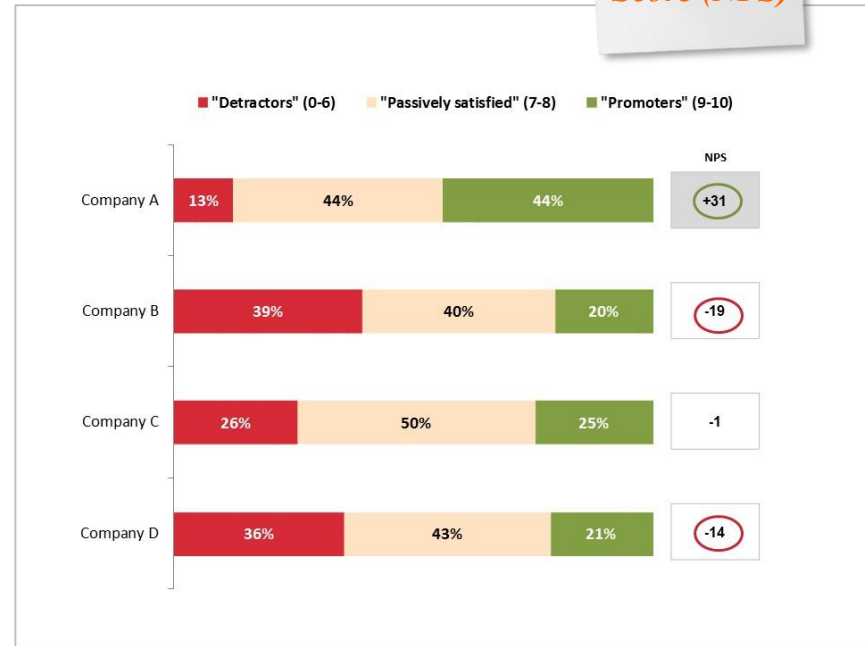
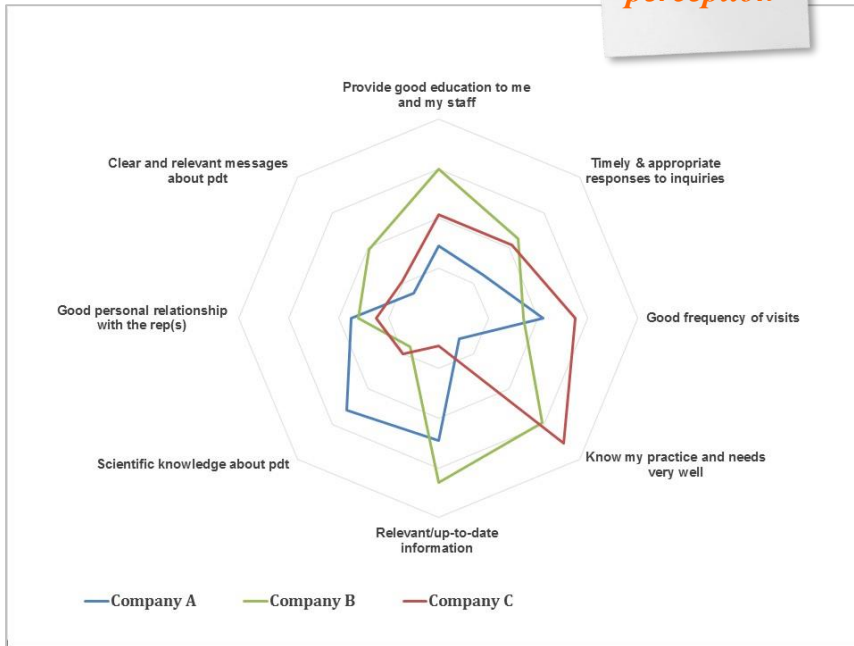


- Perception of sales force vs competition on multiple attributes
- Net Promoter Score (NPS): rating of customer satisfaction and loyalty



Sales force perception

Net Promoter Score (NPS)



RECALLSAT®

Methodology

2 possible options



Methodology



Telephone approach

- Favors the level of awareness and the spontaneous answers (more messages collected)
- Can create a slight bias due to the interviewer esp. on the impact of the visit



Internet approach

- Facilitates more detailed answers and quality of the information collected
- Enhances differentiation between products and key messages due to the visualization of rating scales

RELY ON OUR EXPERTISE.

THE NEXT TIME YOU WISH
TO KNOW WHAT HEALTHCARE
PRACTITIONERS AND PATIENTS
THINK AND WHY

JUST ASK US.



STEPHANE BAUDOIN
International Business Unit Director
P +33 (0)4 72 38 36 89
E sbaudouin@biosat-survey.com

VINCENT PIRJANTZ
Partner
P +33(0) 4 72 38 36 86
E vpirjantz@biosat-survey.com



BIO'SAT
healthcare market research

14 chemin Professeur Depéret
69160 Tassin la Demi-Lune - France
P +33 (0)4 72 38 36 86

biosat-healthcare.com