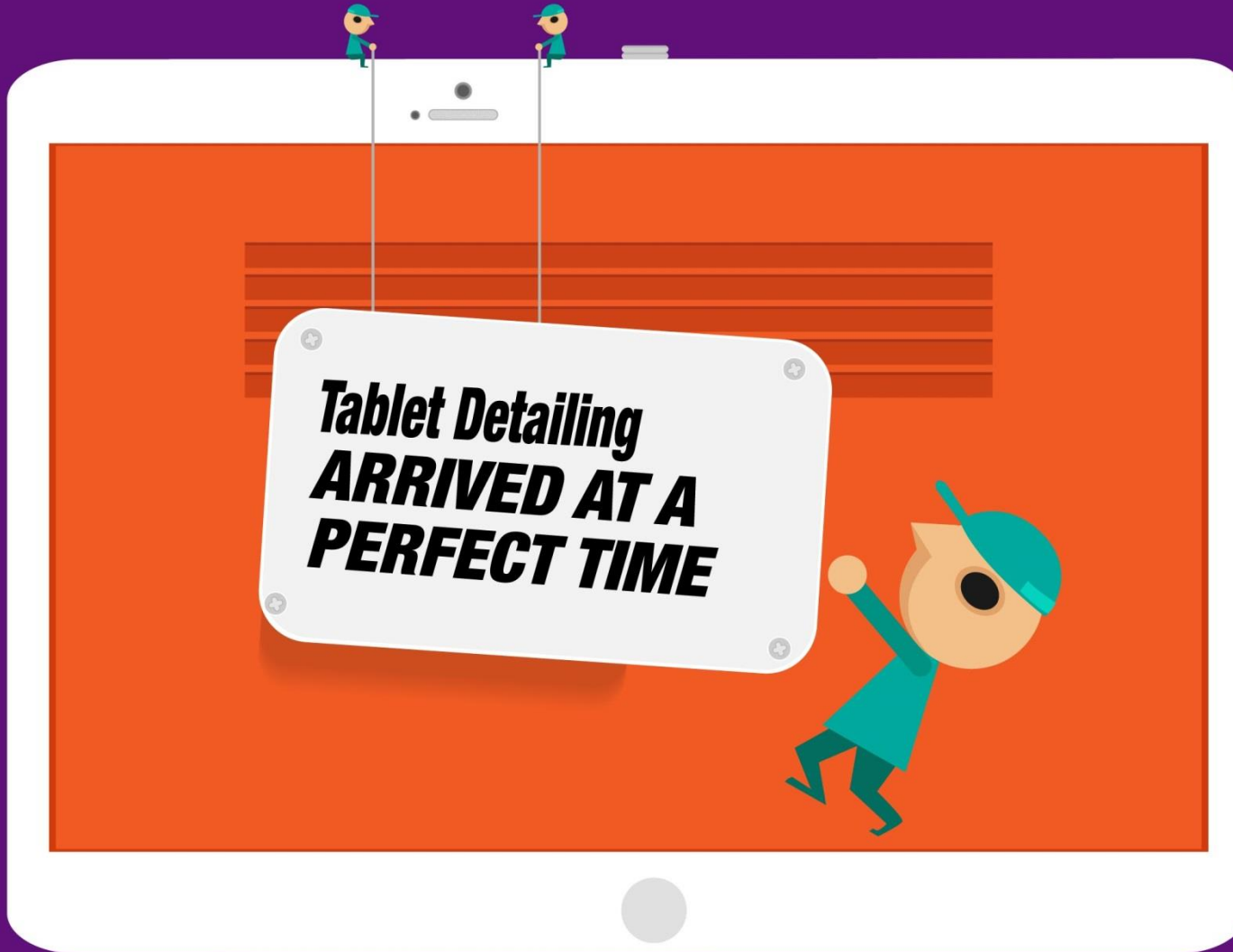


BRANDCARE[®]
branding science

Tablet Detailing and its impact on Rx behaviour

A Brandcare Study





The tablet arrived at a perfect time

just when the pharmaceutical industry was in the midst of finding a way to ditch the visual aid folder.

But is this investment working?

Has the shift enabled market share gains or increased talk time ?

Part 1

What does the Brand Manager think?

Companies which don't adopt technology into their strategy are considered to be slow and old-fashioned

Barometer of speed and technology



It's a new media. It will be a change for the reps

Change

Tablet offers an enormous potential to create "sales call more powerful"

More power!

Company policy

The parent company has decided to go with it

The competition has started it. We have to follow.

Competitive pressure

Why the shift to tablet?

General Perspective



90%

To save on repetitive printing during a communication change

Printing Costs



80%

To improve presentation to the customers

Presentation

20%

It offers an exciting media for interacting and engaging the customers

Engagement

Why
the shift to tablet?
Users Perspective



High investment costs

90%

Wait and watch

Hardware Costs

80%

Medium is not important,
content is

Wait

53%

Print is still giving good
results

Content

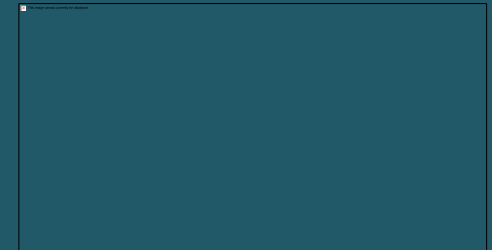
40%

No need

Why not

tablet *detailing* ?

Non users



Part 2

What does the Physician think?

How many physicians have

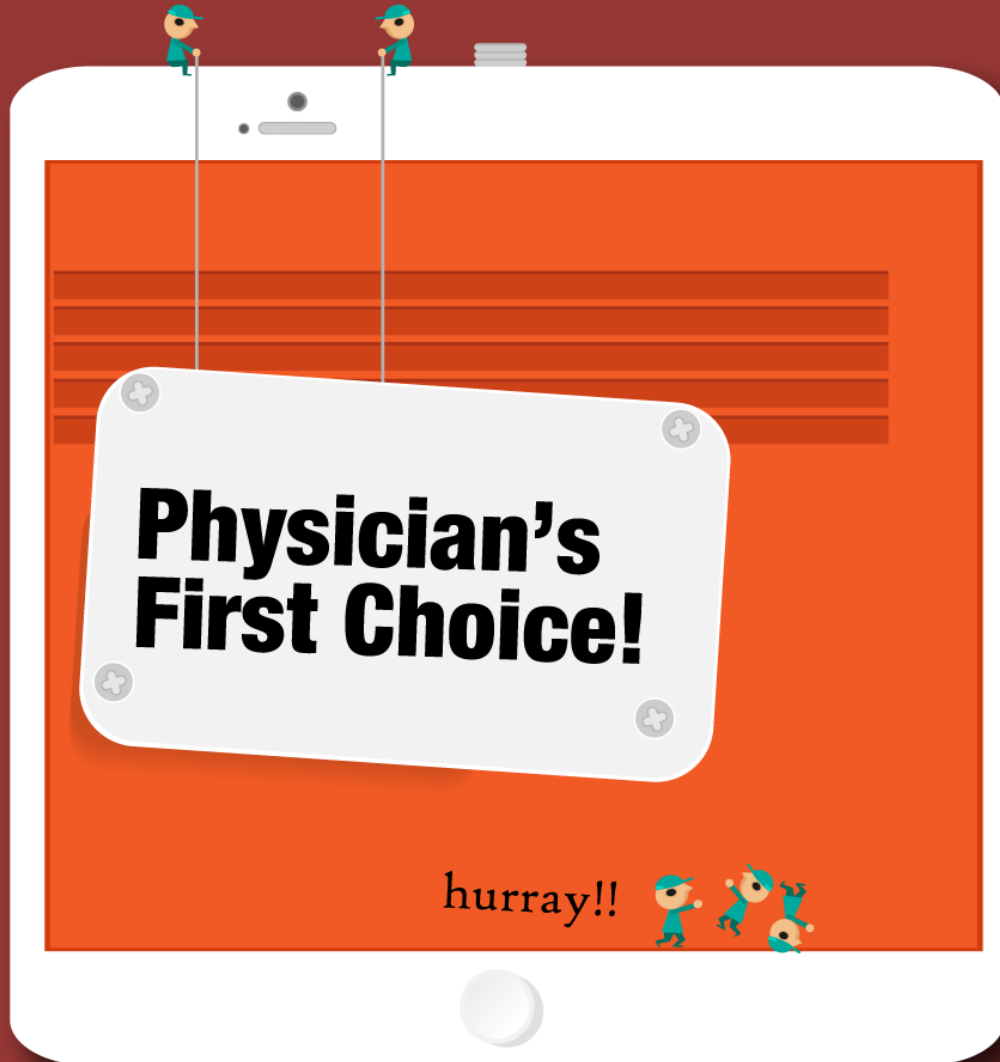
Been exposed to tablet detailing



54%

Of the physicians have experienced
tablet detailing at least once

What does the physician prefer as a detailing media?



tablet
70%

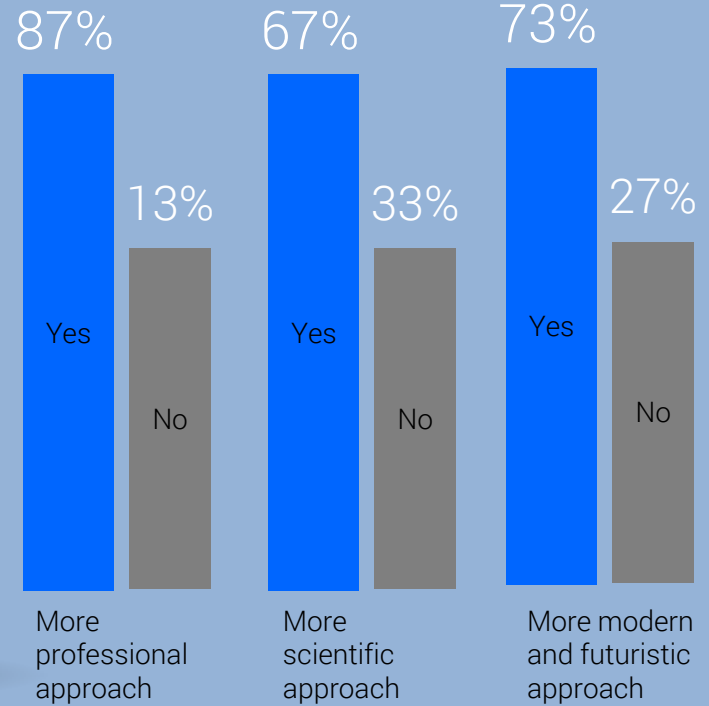
Doesn't
30%
matter

print
20%

Part 3

Impact assessment

87% feel it shows that the company is more professional.





75% agree quality or time of
interaction has not changed



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