

# Reinforce, expand, refocus – Ashfield’s syndicated services

A syndicated detail slot offers a compelling way to conduct detailed promotional sales calls for newly launched products, campaign realignment for growing products and simple brand messages for mature products.

**THERE IS A TACTICAL APPROACH TO SUIT EVERY BRAND ACROSS ITS LIFECYCLE:**

- Newly launched
- Growing
- Mature
- Long-listed/loss of exclusivity (LOE)

**FINDING THE RIGHT SYNDICATED SOLUTION**

There is no one-size-fits-all model. Ashfield consults on your specific goals and context to recommend the best approach:

**Reinforce:** A syndicated sales force can work alongside your own in the same territories. This is ideal in a really competitive market where you want to increase frequency and quickly gain a greater share of voice.

**Expand:** If your coverage requirement is too large for in-house teams and you would like to target a larger percentage of the market potential, use a syndicated team to access additional customer segments.

**Refocus:** You allow a syndicated team to promote an older brand, taking sole responsibility for sales activities. This provides you with the opportunity to refocus internal efforts behind a new growth product. This cost-effectively protects the revenue of the existing brand.





CASE STUDY 1

# ▶ Client achieves launch excellence through reinforcing customer activity

A syndicated team deliver quality and competitive share of voice in a crowded market



## THE CHALLENGE

- Our client required additional share of voice for a relatively new product in the crowded, highly competitive diabetes market
- They required a team of highly experienced representatives, ideally with experience of selling in the diabetes market



## OUR APPROACH

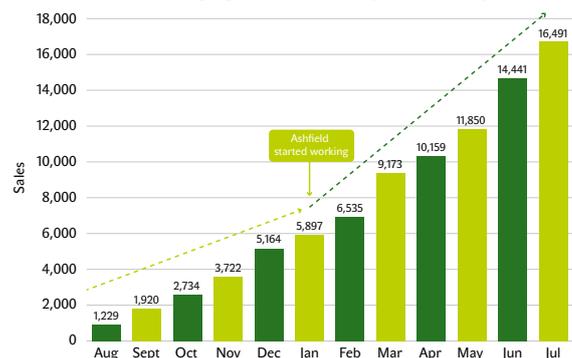
- Our 40-man syndicated team promoted the D1 product to a highly targeted primary care audience of GPs and practice nurses
- They were supported by an Ashfield multichannel team (six e-detailers and four concierges) focused on 'not seen/seen once' HCPs
- There was a strong partnership to ensure optimal target coverage and frequency, and that sequential selling and meeting follow-up opportunities were maximised



## THE RESULTS

- Sales accelerated from the first month and a new trend line was created
- 100%+ of ambitious ex-factory sales target achieved YTD
- Excellent partnership with client headcount team members ensured ongoing growth for the product
- Team significantly exceeded DFU KPI of 40% spontaneous message recall and closing (call to action recalled)

### SYNDICATED AND REMOTE TEAMS START WORKING



DETAIL FOLLOW UP KPI OF

**40%**



ACHIEVED

**73%**



CASE STUDY 2

# Client able to expand customer reach at launch

A syndicated resource deployed to maximise launch reach and impact



## THE CHALLENGE

- Our client launched a new in class brand which utilised a different mechanism of action from the standard treatments for patients in the therapy area
- The client required additional promotional resource following the initial launch to drive a message about the new class of treatment



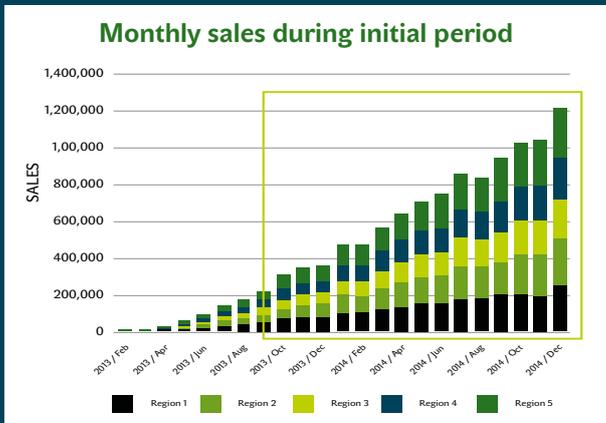
## OUR APPROACH

- Ashfield provided a syndicated 40 head D1 resource which covered all primary care customer groups in scope
- This project was measured against Ashfield’s internal standards for syndicated teams
- Collaborative working with the client headcount team was essential in maximising impact across key customer groups



## THE RESULTS

- Sales outperformed expectations in Year 1
- GP target contact rate ahead of KPI at 2.21 per day with 3.60 GPs per day seen in total
- Contract extension for 2 further years as well as securing additional dedicated sales resource for the client



GP CONTACT RATE

3.6

NURSE CONTACT RATE

1.5

ANNUAL CONTACT VOLUME

77,387

ANNUAL FIELD BASED DAYS

9,148

ANNUAL HCP CONTACT RATE

8.46



CASE STUDY 3

# ▶ Providing client with ability to refocus effort on growth drivers

A syndicated team protects and grows mature brand through highly targeted activity



## THE CHALLENGE

- Our client had a mature brand in an extremely busy market with multiple generics gaining volume and market share
- With end of exclusivity looming, our client wanted to protect sales and encourage growth in a specific indication



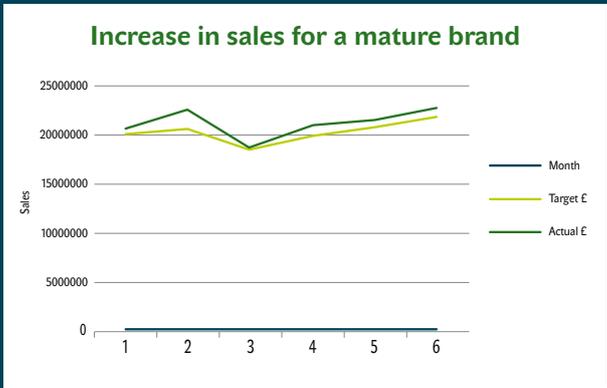
## OUR APPROACH

- We provided a syndicated team focused on highly targeted primary care specialists and GPs with high usage of competitors products
- The goal was to have a contact rate of 1.75 target GPs per day, delivering optimal coverage and frequency across the list
- The syndicated team had an exclusive list of target customers compared to their client counterparts



## THE RESULTS

- Increase in sales for a mature brand
- Very positive DFU results for the syndicated team
- Delivery of our client’s webinar specialist programme to target surgeries across the UK – talking heads to gain further advocacy and support for the brand
- Overall contact rate of 1.75 target GPs per day



**1.75**  
TARGET GPS PER DAY

ACHIEVED WITH A HIGHLY TARGETED CUSTOMER GROUP



# Increase frequency and quickly gain a greater share of the voice

The syndicated model is a cost effective way to deliver high quality sales calls and increase share of voice. There is a flexible approach to align with your specific goals and maximise the potential of your portfolio.



## WHY ASHFIELD?

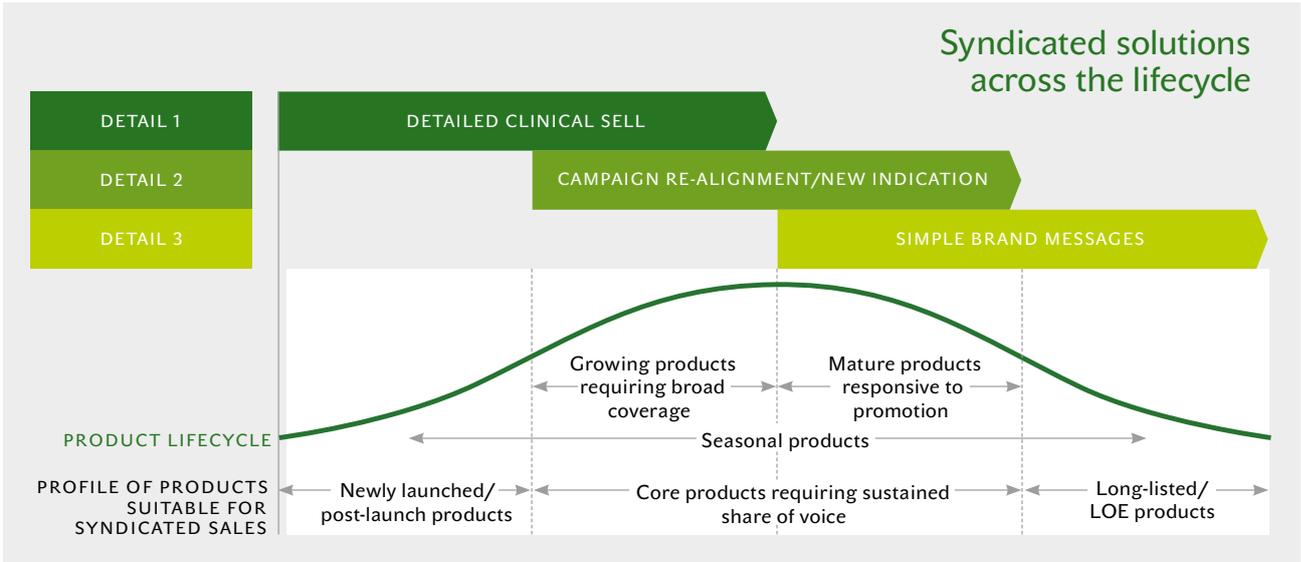
Clients trust the Ashfield syndicated model and their 20 years of experience. With the largest number of syndicated sales teams in the industry, clients benefit from flexibility, choice of team size and security.

Ashfield ensures a fully compliant service and high quality sales calls, with performance measured by structured detail follow up (DFU) reports and intelligent analytics.



## ASHFIELD CAN HELP YOU ACHIEVE YOUR GOALS

- Increase competitive share of voice at a lower cost than a dedicated sales force
- Grow and protect product sales from erosion and competition
- Align promotional activity to the product’s maturity and needs
- Increase flexibility by adjusting promotion efforts to product seasonality
- Enable existing sales force to focus on core products and/or key targets



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