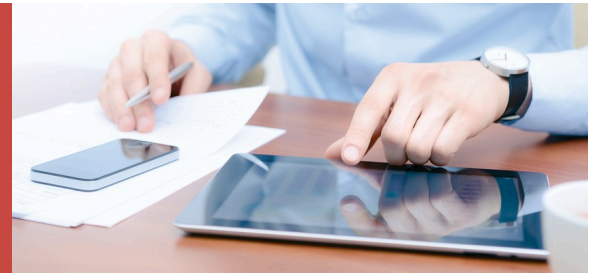


Maximizing Your Product Launch



Challenge

Our client needed to quickly spread the word to physicians about their new drug. To make a big impact and boost sales, they needed their 150 nationwide field sales reps to meet directly with their customers to discuss the product and its benefit to their patients.

Solution

MMC implemented its Appointment Setting Program to reach out to physicians and set up one-on-one appointments with the client's field sales reps.

Process

Over a period of 19 days, MMC's Inside Sales Force called 15,000 physician offices in 150 territories nationwide to arrange breakfast, lunch, and one-on-one appointments with the client's reps. The highest decile physicians - those who have a high prescription rate of drugs related to the client's product - were heavily targeted.

Results

Thanks to the Appointment Setting Program, the client's product launch was highly successful. Meetings were scheduled in all 150 territories, with over 40,000 physicians and nurses participating in 316 breakfast meetings, 2,710 lunch meetings, and 85 one-on-one meetings. Eighty-six percent of the meetings were with high decile physicians.

*If you're struggling to achieve the outcomes you need, take the **MMC Challenge**. We'll give you the insight you need to grow your business.*

*To learn more, contact Stephanie Andacht at **800-345-4662** or **sandacht@mmcweb.com**.*

CASE STUDY

A pharmaceutical client's drug had just been approved by the FDA, and it needed to begin marketing it heavily to physicians. The client utilized ModernMarketing Concepts' AppointmentSetting Program to ensure a successful product launch.

Thanks to the Appointment Setting Program, over 40,000 physicians and nurses met face-to-face with the client's field sales reps.



Want to profitably squeeze revenues out of unaddressed accounts?

Take the **MMC Challenge**