

## Case Study | Sales Teams

With patent expiry looming for the migraine-prevention indication of TOPAMAX, Ortho-McNeil Neurologics (OMN) sought an innovative approach to fully leverage the product's remaining time with patent protection and meet aggressive sales targets.

### The Challenge

OMN's sales representatives needed a more effective way to gain physicians' time and attention. Inefficiencies abounded. For example, sales reps were spending the majority of their time waiting or in transit, instead of actually speaking with health care professionals. Roughly 5 out of every 6 contacts were drop-in visits in which product detailing did not occur. Additionally, research showed that an effective opening was critical in capturing interest and engaging physicians in meaningful, two-way dialogue about the product.

### The Solution

Blue Diesel helped OMN launch a robust closed-loop marketing (CLM) program geared toward maximizing promotional impact, addressing operating efficiencies, and differentiating its sales force. Engaging experiences deployed via the Tablet PC was the cornerstone.



Guided by extensive market research, Blue Diesel conceptualized and designed new experiences that brought key product messages to life, ultimately creating an emotional connection to the brand. The content utilized a technical infrastructure to deliver segmented messaging, which was critical in engaging the physician audience. Testing of this content helped refine the material prior to rollout. In addition to providing a foundation for presentation, the CLM program provided an opportunity to capture data about representative-physician interactions.

Learnings from the initial rollout led to refinement of the original assets, as well as the creation of additional experiences.

## The Impact

During the first three months after the TOPAMAX CLM rollout, sales representatives delivered more than 60,000 product details. Additionally, because the information was presented in a more captivating and interesting way, physicians were willing to spend more time with the sales reps. Over 65% of physicians reported that they preferred seeing content in this format.

As part of a multi-faceted, integrated approach, Blue Diesel's CLM program helped OMN achieve an astounding 21% growth in TOPAMAX revenues during 2007.