

Select Access™ provides SOV solution for mature asthma treatment inhaler franchise



CS-368-08

Challenges

- Detailed in P3 by the internal sales team, client sought a cost-effective solution that would reach priority targets with P1 details
- CSO would need to have the product in **P1 for 70%** of visits, and at least **2** samples left per call

Solution

- Select Access™, PDI's leveraged sales force of 400 sales representatives, was deployed to cover the client's top targets in the largest MSAs for 12 months

Results

- Primary position details averaged **91.7%** of visits and **2.5** samples were left per call
- Overall reach across all deciles was **87%**
- During the first four months, 25,018 calls of the 26,085 goal were made -- **96%** of goal

Reach by Decile	
Decile	Reach
10	86%
9	88%
8	87%
7	86%
6	89%
5	87%
4	87%
3	80%
2	76%
1	76%
Overall	87%

Frequency by Decile	
Decile	Frequency
10	3.3
9	3.4
8	3.5
7	3.6
6	3.5
5	3.4
4	3.3
3	2.8
2	2.5
1	2.3