

CONTACT: Clients  
Jason Fox  
jfox@sdihealth.com

Media  
Tracy Everly  
teverly@sdihealth.com

800.982.5613  
267.685.4300

www.sdihealth.com  
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## **SDI Reports: Physicians Satisfied with Number of Sales Rep Visits**

### ***Pfizer Remains “Most Effective” at Traditional Detailing***

PLYMOUTH MEETING, Pa. (Dec. 8, 2008) – As pharmaceutical and biotech manufacturers have decreased sales forces over the past four years, physicians have increasingly reported more satisfaction with the number of sales representatives calling on them. According to SDI’s recently released *Sales Force Effectiveness 2008: The Physician Perspective*, 57% of physicians reported that the current number of sales reps calling on them was appropriate, compared to 52% and 50% who felt that way in 2006 and 2004, respectively. Additionally, 20% of physicians surveyed in 2008 reported that there were too many reps or more than necessary, compared to 25% who indicated the same feeling in 2004.

Physicians’ satisfaction with the volume of sales reps is arguably correlated to the trend captured in a separate, but very much related, SDI audit, *Sales Force Structures & Strategies*, which tracks sales organization structures, rep counts, and rep responsibilities. In 2004-2005, the number of sales representatives peaked at 102,000 but has been decreasing ever since, with 99,000 in 2006 and 92,000 in 2008.

A key aspect of *Sales Force Effectiveness 2008: The Physician Perspective* is the sales force effectiveness rankings reported by physicians. The 2008 panel ranked Pfizer No. 1 in traditional detailing, which mirrors 2006 results, while AstraZeneca advanced from No. 5 in 2006 to No. 2 in 2008.

## **About *Sales Force Effectiveness***

Since 1998, SDI has produced groundbreaking studies on the productivity and effectiveness of sales forces in the pharmaceutical industry. *Sales Force Effectiveness 2008: The Physician Perspective*, a biennial study last published in 2006, looks at what makes a rep effective in the eyes of the customers—the physicians themselves.

The study focuses on topical issues of interest in the pharmaceutical industry and also asks respondents to dissect the detail, reporting on the amount of time reps spent on various detail components (e.g., product-specific information, competitive product comparisons, sample delivery, etc.). Respondents rate the effectiveness of specific sales tactics and the impact those tactics have on prescribing.

Approximately 5,900 questionnaires were collected from physicians across 16 specialties who were chosen based on their level of detailing activity and client interest:

Anesthesiology	Neurology
Cardiology	Obstetrics/Gynecology
Dermatology	Oncology
Emergency Medicine	Ophthalmology
Gastroenterology	Orthopedic Surgery
General Surgery	Pediatrics
Internal Medicine	Psychiatry
Primary Care	Pulmonology

For more information about *Sales Force Effectiveness 2008: The Physician Perspective* or other studies in SDI's Strategic Studies suite, please contact Jason Fox at 267.685.4300; [jfox@sdihealth.com](mailto:jfox@sdihealth.com).

## **About SDI**

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer

packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit [www.sdihealth.com](http://www.sdihealth.com) or call 610.834.0800.