



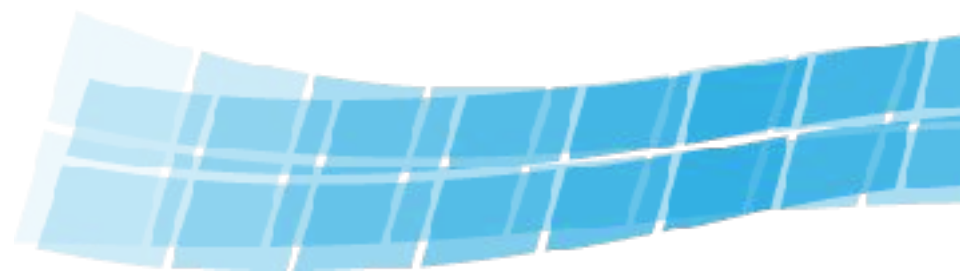
“Sales and Marketing Integration”

through CRM evolution

Kostas Varsamos

Vice President, Global Commercial Excellence

14 Feb, 2007





Unified Data Master



PSR 1
CV Division



High Prescriber
West evergreen Ave
Philadelphia
PA 19118

PSR 2
CNS Division



No interest

Product Manager
Cardio Product



KOL
34 Main Street
Philadelphia
PA 19118

Scientific Head
Cardio

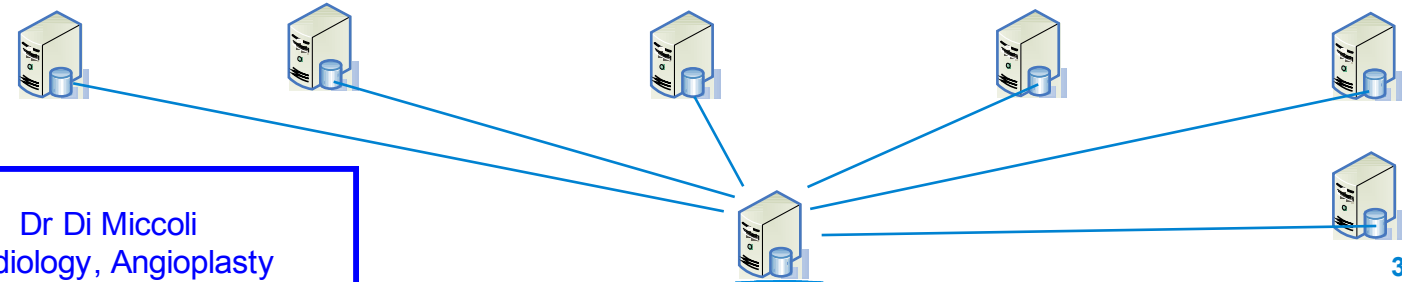


CT lead
52 Wilson Rd
Blue Bell
PA 19462

Direct Marketing



Responder
342 Board Street
PO Box 942
Blue Bell PA, 19462



Dr Di Miccoli
Cardiology, Angioplasty

Practicing Physician

Heart First Practice
Group Practice

201 West evergreen Ave
Philadelphia
PA 19118

Head of Department

HUP
Hospital

34 Main Street
Philadelphia
PA 19118

Lecturer, Researcher

U-Pen
University

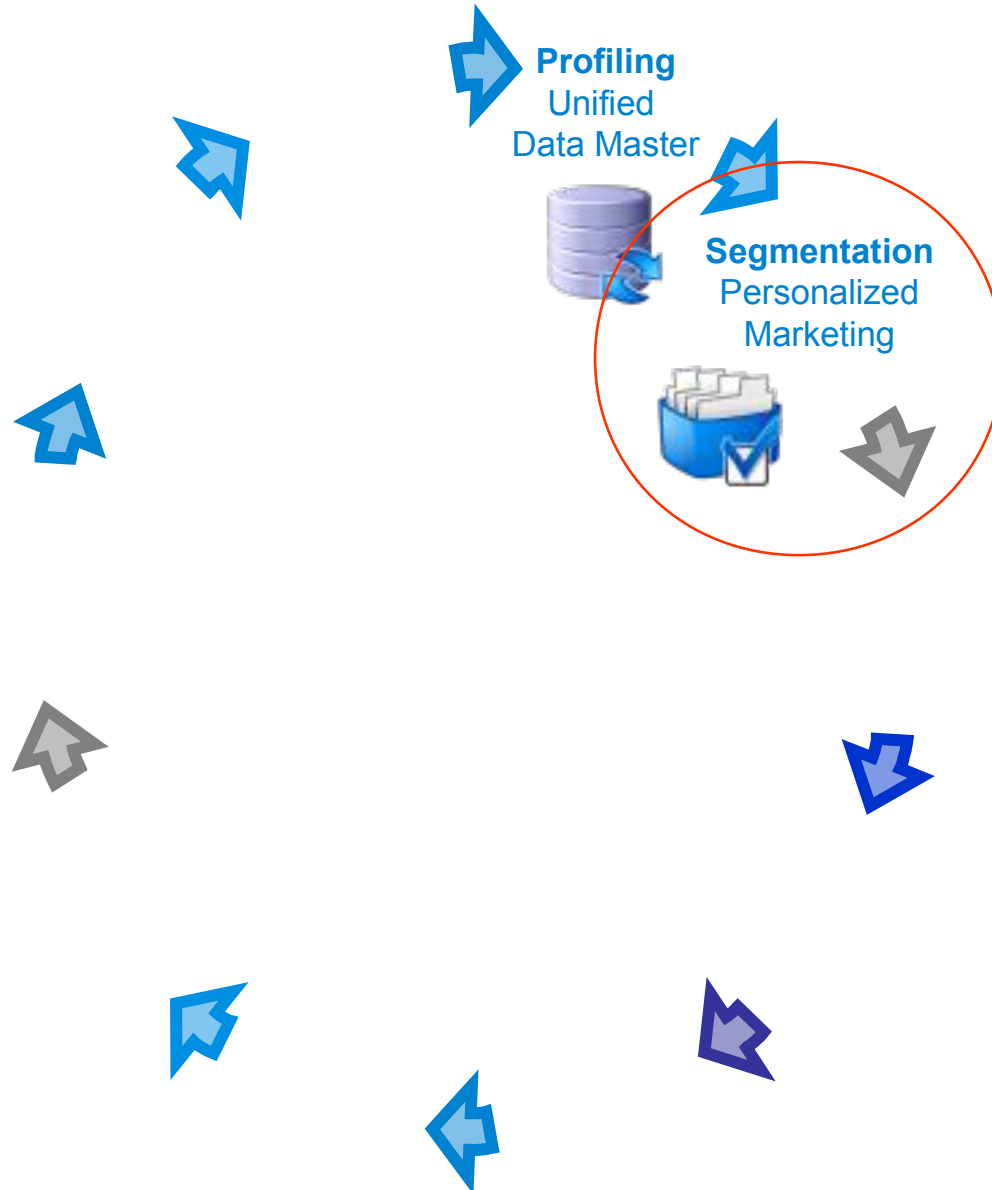
52 Wilson Rd
Blue Bell
PA 19462

Home

Home

342 Board Street
PO Box 942
Blue Bell PA, 19462

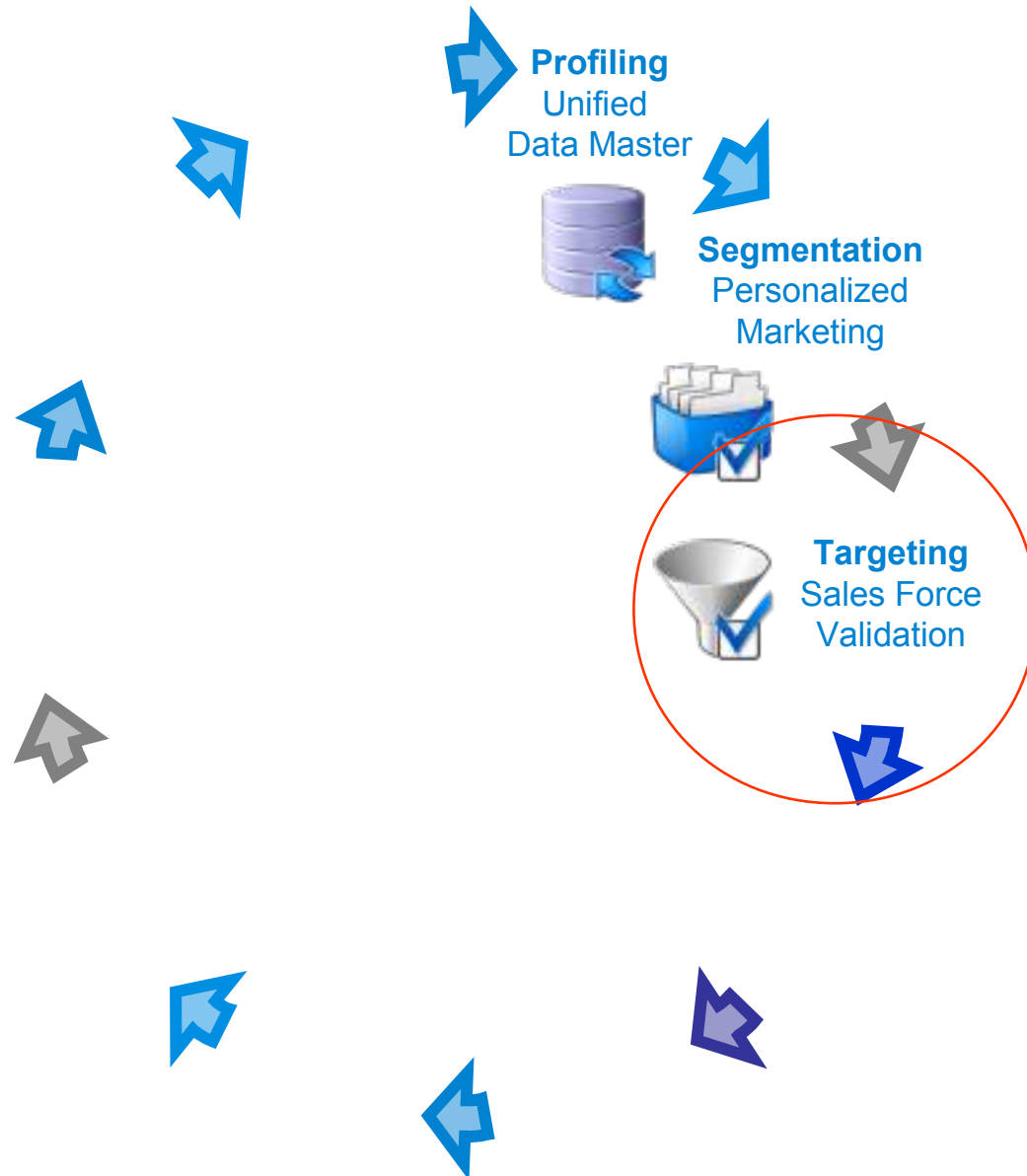
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Profiling
Unified
Data Master

Segmentation
Personalized
Marketing

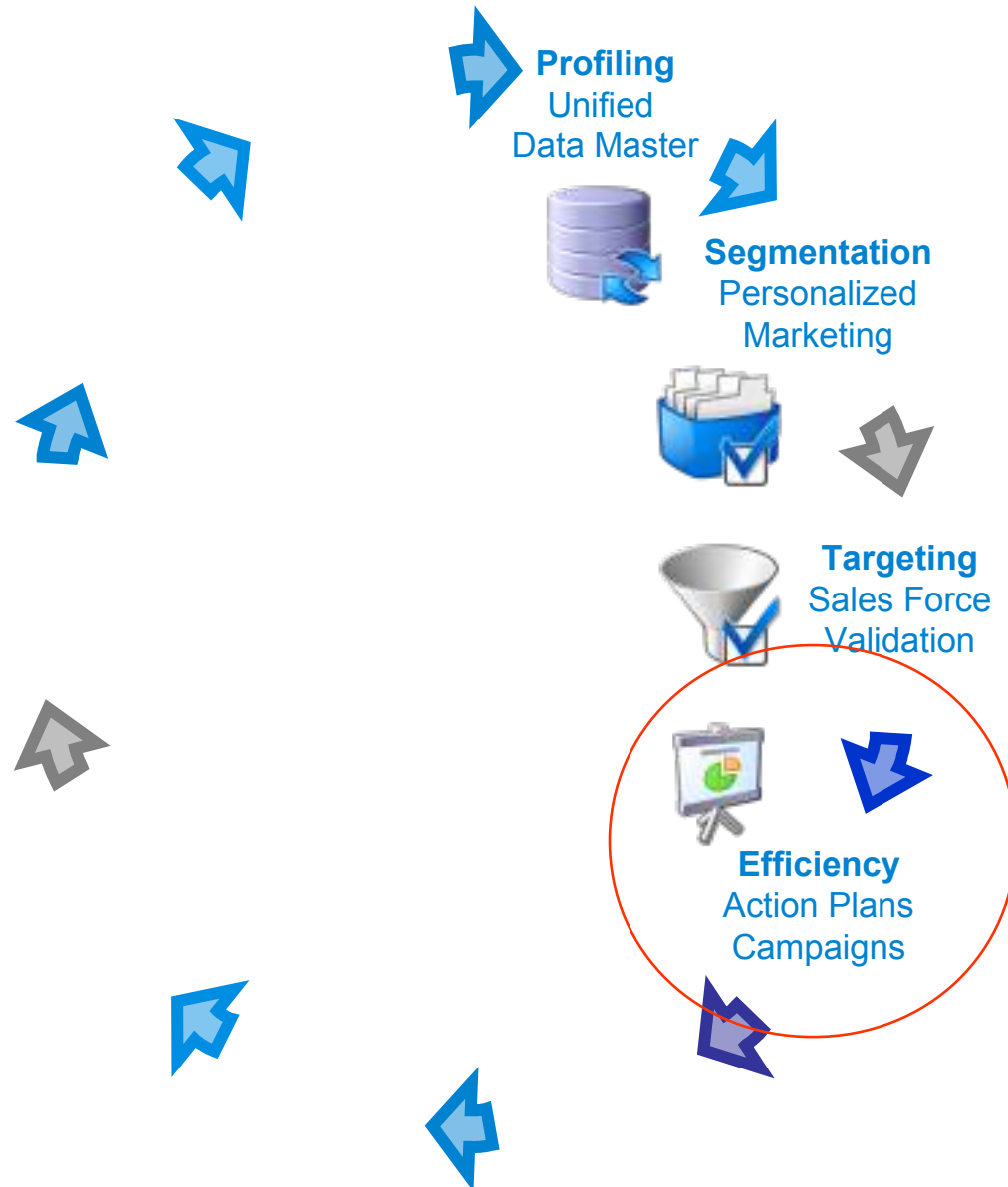
Sales & Marketing Integration through CRM evolution



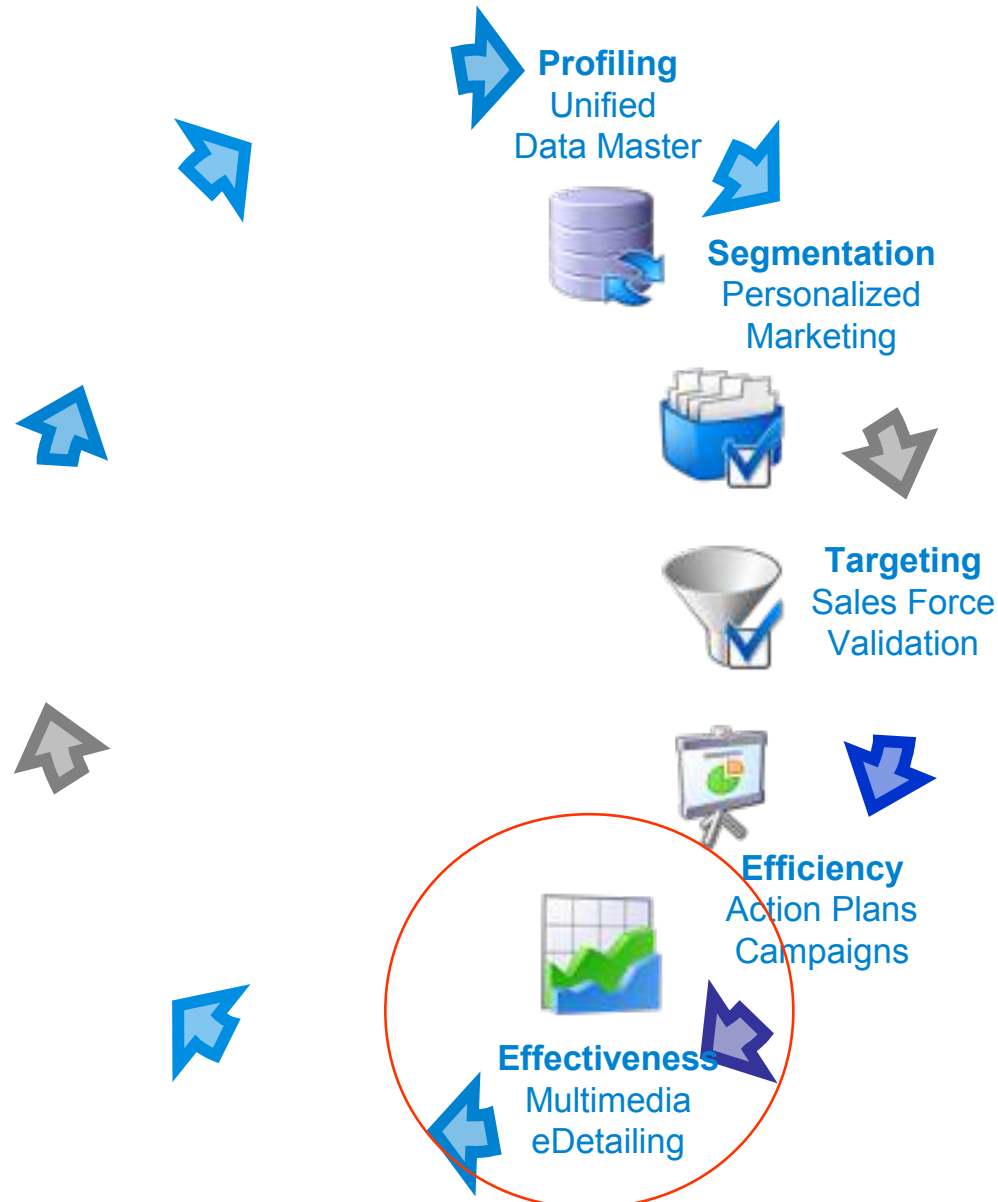


- > Home office and marketing now has visibility to the field.
- > Is targeting execution based at field level based on intimate relationship with prescribers or on HO driven product strategies?

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Adams, Paul

Available Presentations:

Locations: Kingsley Village Centre Dr P J Adams & Partners

Max Specialty:

KOE Prescriber

Dendrigra Video

Dendrigra HTML

Dendrigra Flash

Dendrigra PDF

Intrinsa v2

Dendrigra

Proven 21-hour allergy symptom relief

Dendrigra

Proven 21-hour allergy symptom relief

Dendrigra

5mg 1x/24h + 10mg 1x/24h x 30m

- Dendrigra
- Relief
- 21 Hours
- Adult
- Children
- Safety
- Side

Search

Signature

Go To Survey

Presentations



Adams, Paul

Available Presentations:

Location: Kingsley Village Centre Dr P J Adams & Partners

Man Speciality:

Role: Prescriber

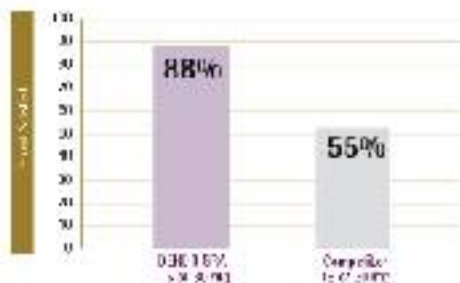
- Dendrigra Video
- Dendrigra HTM
- Dendrigra Flash **D**
- Dendrigra PDF
- Intrinsa v2



Proven 24-hour allergy symptom relief

DENDRIGRA offers unsurpassed patient satisfaction

Patient satisfaction proven in a study involving 1012 patients*



* Significantly more patients were being satisfied with DENDRIGRA than with leading competitor.



More than 80% of patients were satisfied with their Dendrigra relief.

Relief was felt within 15 minutes of use and lasted for up to 24 hours.

Free Dendrigra samples available from your pharmacist.



Dendrigra
Relief
24 Hours
Adult
Children
Safe
Saves



denwork1

Presentations Search Signature Go To Survey Presentations

Available Surveys Adams, Paul

Location: Kingsley Village Centre Dr P J Adams & Partners

Man Specialty: R.O.L. Prescriber

Open Field Questions Dendralium

GPK - KYPHOPLASTY - What was the GPs opinion on ch Balloch Kyphoplasty (BKP)?

- not interested in BKP
- interested in BKP
- tends to refer to local specialist

Previous Question Next Question Cancel Save for Later Finish

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Customer Interactions Integration



Dr Adams call report 23/9/07

- Dendrigna presentation
- Asked for 2 samples
- Efficacy + safety profile
- Still **not convinced about short term symptom relief**
- Adhere to safety profile

Contact Report 24/9/07

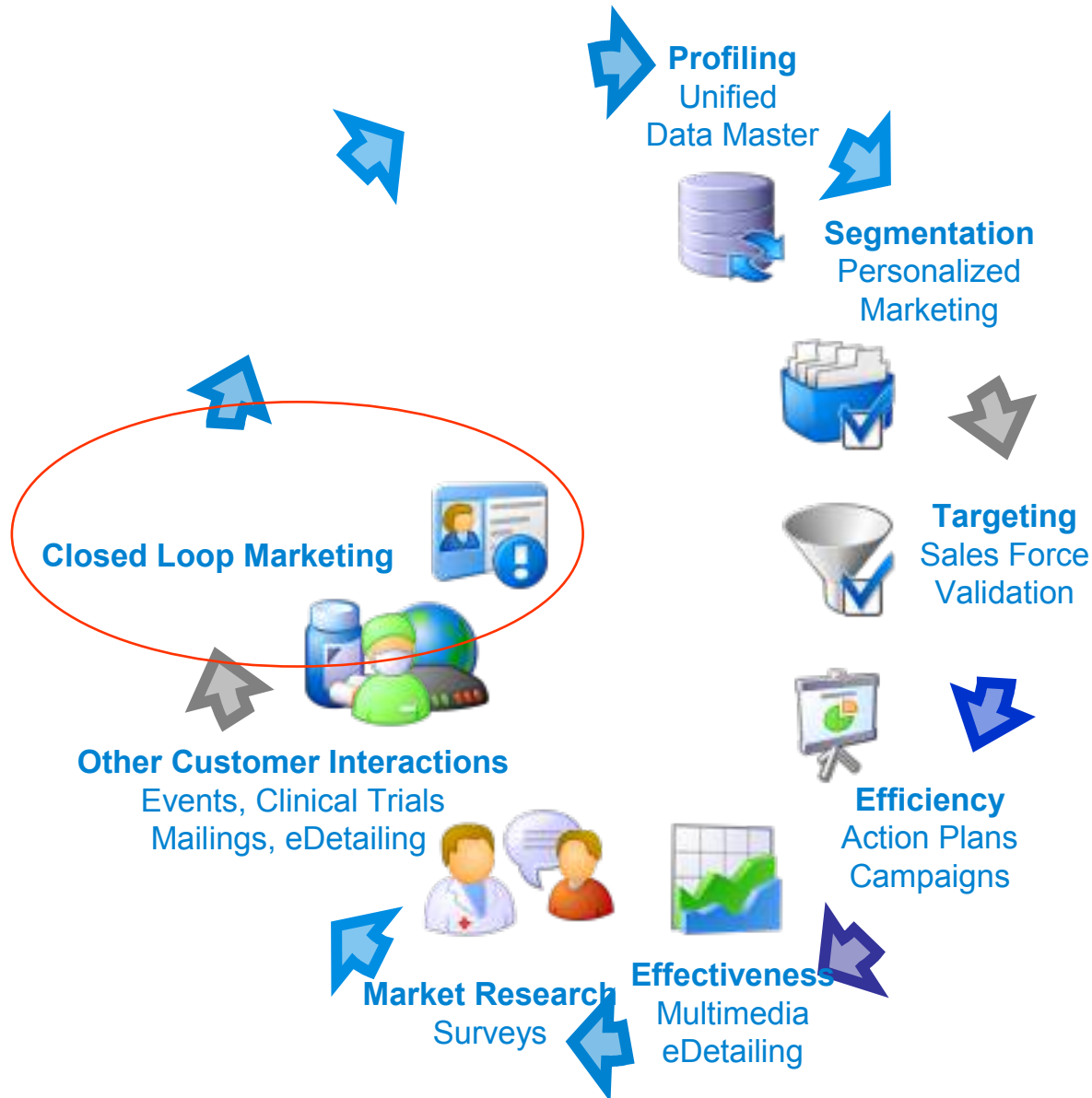
- Went to Dendrigna clinical trial results
- Suscribed to Pharmalab **newsletter**



Next Call Objective

- **Focus on efficacy** messages
- Present comparative efficacy study
- Refer to Pr Lomu, head investigator of the Phase III study
- Ask about his satisfaction with Pharmalab newsletter

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Who decides What?

Tier2
(Specialised Commissioning Group)

South SCG

Tier1
(Local Specialised Commissioning Group)

Kent, Surrey LSCG

Thames Valley LSCG

PCT Host	SS Com. lead	Services	Lead PCT	Lead Person
Vale of Aylesbury	K. Bird	Neuro	Oxford	C. Mountford
		PICU	Reading	K. Houghton
...	

Commissioning networks

Oxford Com. Board

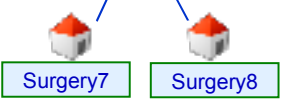
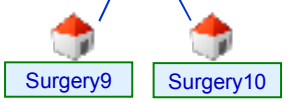
PCT Host	Com. lead
Oxford PCT	C. Mountford

PCTs

Reading PCT

Cherwell Vale PCT

OXFORD PCT Average QOF/surgeon



PBC Lead	PBC Clin. lead	Groups	Members
S. Hyde-Smith	H. Groom	PCT Board	J. Binyon R. Green...
		Exec. Commit.	H. Groom R. Green...
		Med. Mgt	C. Critchley B. Schofield...
		Clin. Gov.	A. Eadie J. Barlow ...

C Mountford
Comm. Lead
Comm. Lead for cancer
Exec. Director
Modernis. Lead
Perf. & Serv dev. Lead
Planning Lead
Spec. Commissioning

Clusters / localities
(Practice Based Commissioning Group)

North Oxford Locality

East Oxford Locality

Groups	Members
Dermato	F. Blind A. Paul ...
...	...

Groups	Members
Asthma	H. Groom A. Hole ...
...	...

Surgeries (practices)

Banbury Road Medical Centre

PBC	PBS	QOFD	QOFnc
...

Kendall Crescent Medical Centre

PBC	PBS	QOFD	QOFnc
...

Hollow Way Medical Centre

PBC	PBS	QOFD	QOFnc
...

East Oxford Health Centre

PB Clinics	PB Services	QOF Disease areas	QOF non clin. areas
Asthma	Baby clinic	Asthma	CHS
COPD	Immunisations	Cancer	Contraception
Dermato	Minor surgery	COPD	Maternity
...



Dr H. Groom



Dr R. Stevens

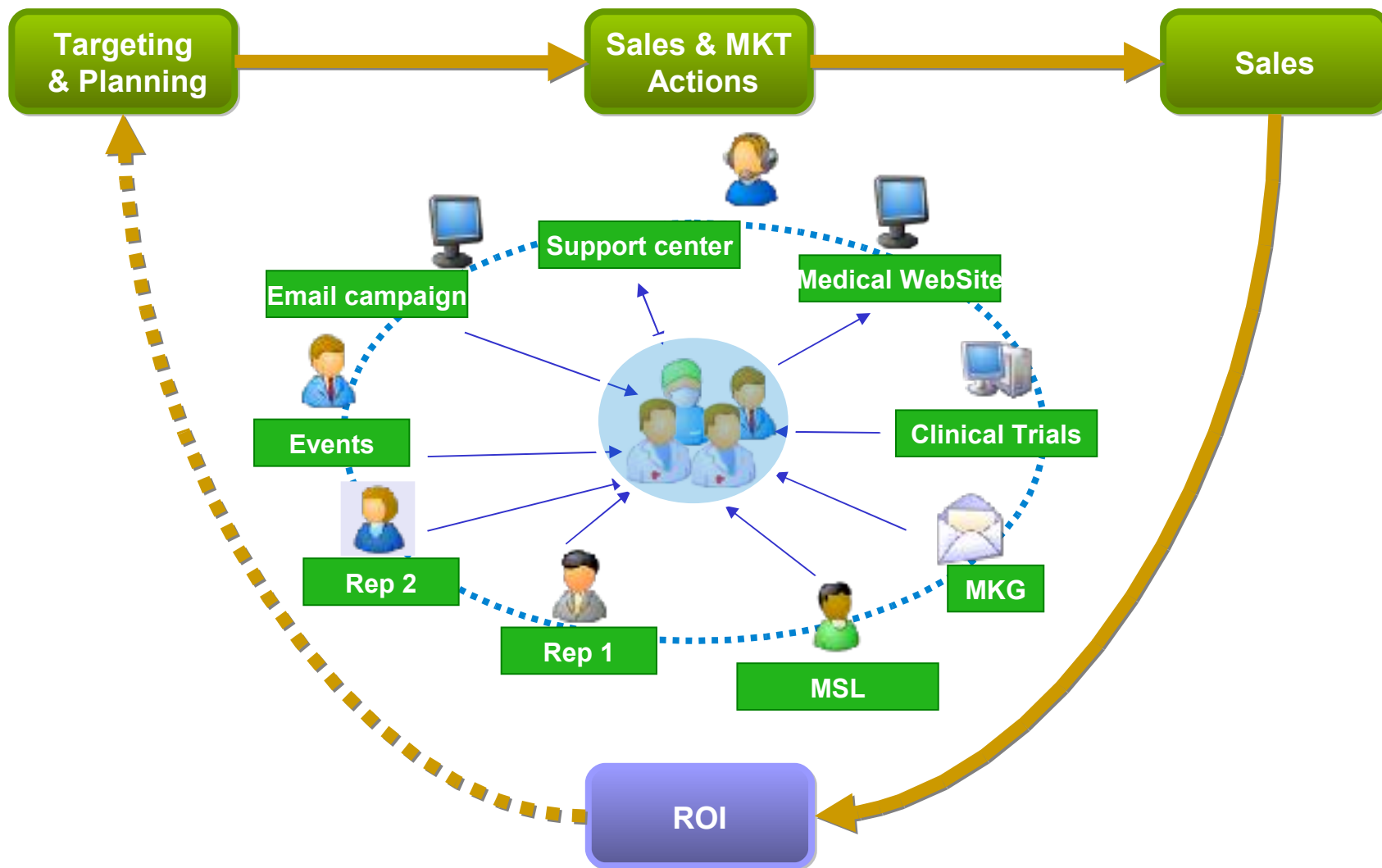
GP Member
Clinical lead
PCT PBC Clinical lead

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“Quality of Data is a Key Success factor for all CRM”, Gartner