



FACT:

Committed Physicians Are up to 5 Times Less Likely to Defect from Your Brand—Dramatically Slashing Switch Risk.

FICTION:

You'd Have to Risk a Budget Increase to Win that Kind of Commitment.

TNS Healthcare research proves nearly all doctors committed to a brand are still prescribing it one year later. In fact, committed physicians are up to five times less likely to switch after a year than their uncommitted colleagues. Even after two years, committed physicians show switch rates three times lower than uncommitted doctors.

Commitment not only helps you drive business. It ensures you keep it. Committed physicians resist pricing and competitive pressures. They deliver—and retain—more than double the patient share. So you can predict—and protect prescribing.

Anyone can talk about Commitment. But only TNS Healthcare can measure it, through our unique Conversion Model™. And only TNS Healthcare can tell you how to get it—not by spending more but by spending smarter. Our NEW Invest\$mart™ system maps the sales and marketing actions to drive the greatest Commitment, share and dollar gains.

When we say we optimize your business performance, it's not just a slogan. It's a proven fact. To learn more, contact Ilene Siegalovsky at 201-836-0040, ext. 225 or Ilene.Siegalovsky@tns-global.com.

**TNS Healthcare.
Proven to Optimize Your Business Performance.**