



the sixth sense of business™

Healthcare



Sales Performance Optimization™

**Building the
Optimal Physician Experience
to Drive Commitment, Share and Prescribing**

Sales Performance Optimization™:

Expand Your Focus Beyond the Sales Process to the Sales Driver

Despite soaring investment levels, companies are missing the mark on improving sales results. In fact, a host of factors—from declining rep productivity to diminishing physician access—points to a drop in sales effectiveness.

One of the reasons for these disappointing outcomes is a continuing focus on the sales process—factors such as message delivery or call frequency. It is clear that improving the sales process alone, however, will not significantly improve sales performance. To succeed, companies must expand their focus beyond the sales process to the sales driver—the physician generating prescriptions.

To help you transition to a customer-centric approach, TNS Healthcare introduces **Sales Performance Optimization (SPO™)—a revolutionary performance improvement solution.** SPO integrates unique metrics and decision support tools that take you beyond traditional process measures to a total picture of the physician relationship that drives prescribing:

- **Physician Commitment.** A powerful relationship metric, Commitment is proven to predict prescribing, grow share and protect against competitive inroads. Validation studies using prescribing data show that committed physicians drive Rx growth...resist switching...and are less price sensitive. They deliver more than double the patient share of their uncommitted colleagues—and they keep that high share constant over time. After one year, Committed physicians are up to 5 times less likely to defect from a brand than uncommitted doctors.
- **Physician Experience.** SPO examines every aspect of physician/rep interactions. But it doesn't stop there. It also assesses every other facet of physicians' experience with your brand, including e-detailing...patient education...practice management support...educational programs...communications materials...and corporate reputation. By diagnosing your performance across the full range of experiences, SPO helps you create just the right mix to optimize prescribing.
- **Resource Optimization.** SPO includes Invest\$mart™, a landmark solution that focuses your sales and marketing dollars on the most effective activities to optimize performance. Through an easy e-interface, Invest\$mart tells you where to re-deploy your budget to maximize results—and what you'll gain in Commitment, share and dollars for every change you make.

Our consultants work with you to design your company-specific model...assess your market landscape, positioning and equity...craft your optimal sales and marketing mix scenarios...set Commitment and sales goals...and create and monitor a detailed implementation plan. We help you make informed decisions on where to allocate resources to achieve the best outcomes.

SPO helps you re-invent your sales management strategy. Unlike other approaches, it makes sure you are not just looking back at past outcomes but taking the actions to drive future success.

Plus, because TNS has offices in 70 countries, SPO gives you a common framework for achieving your goals across the globe. **You have one integrated approach for ensuring sales success every place you do business.**

Get a Total Picture of the Physician Relationship

SPO provides a total picture of physicians' relationship with your brand—and the factors that drive that relationship's health and stability. It tells you how connected physicians are to your brand and how doctors are likely to behave, today and tomorrow, so you can:

- **Assess and Build Commitment.**
 - Strengthen high-value physician relationships, and protect against switching.
 - Identify where you can expand your current business—and where you have opportunities to capture competitive share.
- **Create Motivating Experiences.**
 - Discover which experiences physicians value most.
 - Evaluate how effectively preferred experiences are being delivered—and which aspects are most important to improve.
- **Optimize Resource Allocation.**
 - Grow current physician relationships—and acquire new ones.
 - Defend against competitive threats.
 - Invest in the experiences that deliver the greatest gains in Commitment, share and dollars.
- **Track Results.**
 - Monitor results to ensure you're taking the right actions to drive ongoing improvements.
 - Incorporate key relationship metrics into your performance management process to drive productivity.

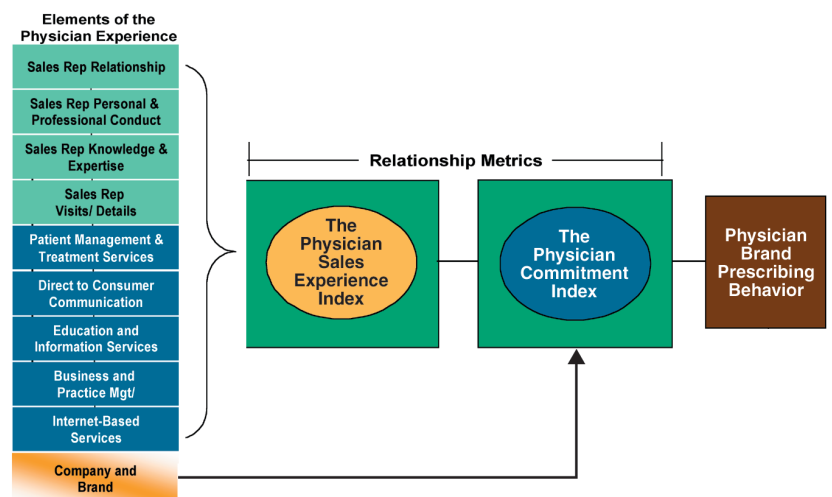
SPO assesses every facet of physicians' experience with your brand—and helps you design the optimal mix of activities to drive share gains.

Powered by Two Unique Relationship Management Tools

Two proprietary TNS tools are at the heart of SPO:

- **Conversion Model™ is the world's leading relationship management tool for evaluating Commitment and its impact on profitability.** Conversion Model segments prescribers according to their Commitment to your brand—and non-prescribers by their likelihood of converting to your brand. Unlike behavioral measures that are based on past actions, Commitment is an attitudinal metric that predicts future prescribing.
- **TRI*M is a proven approach for understanding the customer experience and the key drivers for improving it.** By revealing physicians' priorities and the quality of their experiences, TRI*M offers a diagnostic tool for identifying the actions that strengthen customer relationships.

SPO Defines the Optimal Sales Experience



For More Information...

With SPO™, you can create physician experiences that generate Commitment. Why is that important? Committed physicians are more than twice as productive as uncommitted doctors—and they maintain their higher productivity, even in the face of competitive efforts. To learn more, please contact:

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