

Detailed Nominative Physician Profiling

The Challenge

What's your data telling you? If you're still limited to traditional customer profiling and segmentation your marketing programs aren't as targeted as they can or should be. To take your programs to the next level and maximise ROI you need the ability to target based on individual customer behaviour and attitude.

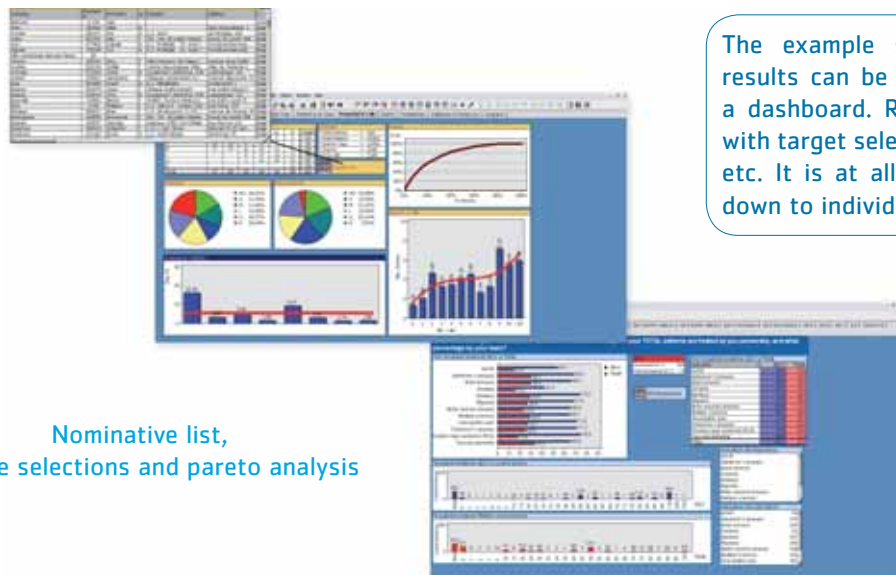
The Response

This is why Cegedim Customer Information developed Docscan™. The Docscan™ surveys are based on data collected directly from healthcare professionals and provide detailed information on physician prescribing behaviour, attitude and reaction to your sales and marketing activities. Docscan™ is available at an individual doctor level and covers the GP and Specialist population in all major therapy classes.

Docscan™ has proven its potential in the following areas:

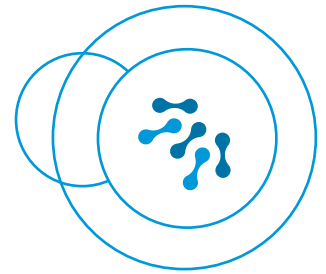
- Segmentation analysis and market modelling
- Doctor profiling and behavioural studies
- Verification and optimisation of target selections
- Prescription-trend and switch analysis
- Targeting audits
- Sales Force Effectiveness calculations
- Identification of pre-launch target audiences

Docscan™ Analyzer is a user friendly and flexible analysis tool used to analyse Docscan™ data in combination with multiple data sources. The software offers the user a dashboard overview as well as detail drill down and filter capabilities.



Nominative list,
multiple selections and pareto analysis

The example shows how Docscan™ results can be shown in the shape of a dashboard. Results can be matched with target selections, calls, sales data, etc. It is at all times possible to drill down to individual doctor level.



Our Method

Docscan™ is a tailor made solution that enables you to execute your own targeting strategy.

- Paper and Web based surveys
- Advanced analysis tool
- Response rates between 20% and 40%
- Incentives for respondents
- Compliance with the strictest data privacy regulations

CCI performs a number of analyses in order to use Docscan™ to its full potential:

- Matching with customers' target selection
- Matching with call history (frequency and coverage)
- Matching with data from other promotional activities (mailings, meetings, conferences)
- Projection to Docscan™ non-respondents

Experience

Docscan™ is available in all major healthcare markets Worldwide. The customer specific targeting approach has proved to be a major competitive advantage during all stages of product lifecycle.

What Makes Docscan™ Unique

- Allows for profiling type questions such as initiation behaviour, attitude and innovation
- Covers many complex specialties such as oncology and offers ad-hoc data collection services with very competitive timelines
- Allows for advanced clustering of target groups on the basis of therapy choice, initiation, readiness to prescribe, areas of interest and subspecialties.

Worldwide Availability

Docscan™ is available in: Austria, Belgium, France, Germany, Greece, Hungary, Italy, The Netherlands, Nordics, Poland, Portugal, Romania, Spain, Switzerland, Russia, Turkey, UK and Australia.

For More information

To find out more visit www.cegedim.com/cci or contact our office near you.