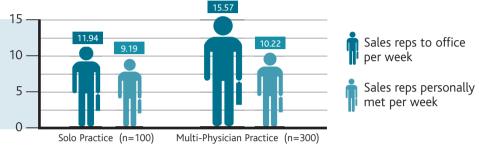
# ORG UARTERLY 2nd Quarter, 2007

### UNDERSTANDING THE IMPACT OF SALES REP VISITS

In March 2007, using our Internet-based tool *OlsonOnline*<sup>™</sup> and proprietary healthcare database, Olson Research surveyed 400 US-based primary care physicians to better understand how physicians viewed sales rep visits and how it impacted their patient practice.

### Sales Rep Visits Per Week

Solo practice physicians reported meeting with 77% of sales reps compared to 66% of physicians from multi-physician practices



### Policy Regarding Sales Rep Visits

	Top Responses	(N=400)
0 0	No appointment needed	34.2%
	Provide samples	27.5%
	Appointments required	24.5%
	Provide lunch	21.0%
2 · .	Schedule permitting	19.2%
	Limited number per week/day	12.5%

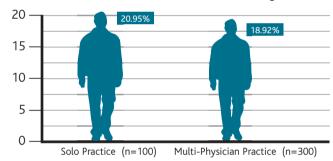
#### Reasons to Meet with Sales Rep

Top Responses	(N=400)
New information or updates	59.5%
Provide samples and vouchers	36.5%
Familiarity with sales rep	12.5%
Provide lunch	12.0%
Schedule permitting	10.8%

#### Factors Influencing Sample Brands Dispensed

Top Responses	(N=400)
Availability / quantity of samples	53.8%
Efficacy	26.2%
 Cost to patient	18.5%
Experience and familiarity with drug	17.2%

### **Percent of Patients Given Samples**



## Additional Insights

- 20% of multi-physician practices choose a brand based on familiarity and experience with a product compared to 9% of solo practice physicians
- Physicians with a large patient volume (>400/month) dispense significantly more samples to patients (108 vs. 63 on average) compared to physicians with a small patient volume (<400/month)
- Practices receiving greater than 10 reps per week dispense significantly more samples to patients (on average 118 vs. 46) compared to practices receiving fewer than 10 reps per week
- The main reason that 48% of physicians don't meet with sales reps is time constraints

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