Application of Mobility in Pharmaceutical Industry for Field Sales Force

A Solution White Paper

Reimagine technology to accelerate your business

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An Overview - Transforming Sales Force Effectiveness and Experience with Mobile Technology and AR

This white paper focuses on using Mobile Technology and Augmented Reality (AR) to transform the effectiveness of the pharmaceutical industry sales force by helping them formulate appropriate marketing strategies, delivering dynamic audio-visual presentations / marketing materials using Augmented Reality (AR), improved field reporting, and seamless integration with the organization's enterprise system.

Mobile technology can confer a host of benefits for the sales force in the pharmaceutical industry by enabling them stay continually and effectively connected with hospitals, pharmacies, doctors, nurses, co-workers, and most importantly with their employers for reporting purposes. It also permits seamless integration of the sales force with their organization's enterprise systems and improves field reporting. Besides, it offers the benefit of enhanced business performance by formulating the appropriate doctor detailing strategies, which are enhanced by dynamic audio-visual presentations based on the latest communications including Augmented Reality and engaging marketing materials.

Mobile technology enables the efficient use of smart phones, tablet PCs, and cloud technology thereby eliminating the cumbersome need of carrying bulky laptops and back and forth travels to one's work desk to enhance their sales approach, presentation effectiveness and reporting processes. The advent of 'Bring Your Own Device' (BYOD) permits employees to bring their personally owned mobile devices (smart phones and tablet PCs / iPads) to work and use them officially- for instance, to access a mail or view a text document. The result could lead to increased productivity and reduced costs for the company. (BYOD is making significant inroads in the various businesses today. North American companies are leading what is poised to become a global movement toward BYOD. A survey of BYOD trends by MarketsandMarkets found that North American adoption rates were at 36 percent at the start of 2017 and project to almost 50 percent by the start of 2018).

Sales Force Challenges

The sales force in pharmaceutical companies confronts numerous challenges. The key operational challenges for the sales force along with information on how mobile technology can help them tackle it effectively are given below.

Current trends and critical updates

- Mobile technology will enable the field staff to share up-to-date information between hospitals, pharmacies, doctors, nurses, co-workers, etc.

- Efficient real time addressing of the information demands of physicians

- Product training using Augmented Reality (AR) enables physicians learn the complete information about drug specifications, drug release, dosage, new equipment, etc.

Time Management

- Field staff will receive constant information updates in mobile and can work in a collaborative manner with doctors and pharmacies and thereby save time

- Dead time can be efficiently spent by performing work related activities

- Mobility enables the sales force improve the overall sales planning processes and therefore contributes towards attending more number of calls per day

- Saves considerable time on product training for new drug release or new equipment release

Data Management

- Effective real time tracking of all the relevant data about doctors, pharmacies, etc. (such as: contact information, activities to do, call status, etc.) enabling better data management

- Supports seamless offline and online synchronization with the organization's enterprise system

- Data is safe and secure with advanced management and encryption technology

Hyper Competition

- Effectively contributes to increased presence of the sales staff and enables them to excel in the competition

- Mobility enables better intellectual penetration by helping the sales force to formulate the appropriate doctor detailing strategies and by delivering dynamic audio-visual presentations using Augmented Reality based communications and engaging marketing materials

- The system also helps in framing the appropriate marketing strategies based on the data collected and provides the opportunity to increase sales revenue

Need to carry bulky laptops

- Organizations provide laptops and data-cards to their field force to empower them better in their jobs. The big disadvantage of laptops: bulky and insufficient battery backup capabilities, difficult to perform quick power charging, etc.

Physician's restrictive appointment policy for sales representatives

- The biggest challenge for any pharmaceutical sales representative is the physicians' restrictive appointment policy. Sales representatives solely contribute towards boosting sales turnover by influencing physicians and building effective and long lasting customer relationships. As physicians regularly deal with sales personnel from numerous pharmaceutical companies they tend to build the barrier of restrictive appointment policy. Most often when a sales representative gets a physician's attention, the physician may have very less time for the sales representative to effectively deliver a presentation and lay the groundwork for a more substantial relationship. Mobile technology with Augmented Reality (AR) steps in here to aid the sales representative in planning, preparing, and delivering effective sales presentations within the restricted time

# Effective Business Solutions Offered by Mobile Technology

Mobility can boost pharmaceutical sales and enable pharmaceutical companies leverage mobile technology to address the business challenges faced by their field sales force (medical representatives). The Business barriers addressed by mobility include:

- Route planning - GPS based
- Calls management – contacts, hospitals, and pharmacies
- Product presentation – using Augmented Reality
- Samples management
- Travel requests management
- Reports – analytics, history, trails, metrics, charts, etc.

Although Sales Force Automation (SFA) tools or software can generally take care of the specific needs / requirements of pharmaceutical companies, mobile technology enables them to go to the next level by transforming the effectiveness of the pharmaceutical sales force. This includes the ability to access critical business information required, which in turn redefines the way they interact with physicians. Mobility enables sales personnel to create customized sales presentations, respond quickly to physicians' queries, substantiate answers with accurate and relevant data, present the appropriate marketing and promotional materials, and shorten the sales cycle. Mobility also helps them make the most of their limited time with physicians and set the foundation for a mutually beneficial lasting professional relationships.

Mobile solutions are fast emerging in the Pharmaceutical industry and the opportunities for breakthrough business performance improvements from mobile applications are endless. The following diagram explains the typical contribution of mobile technology in transforming the effectiveness of the pharmaceutical sales force.
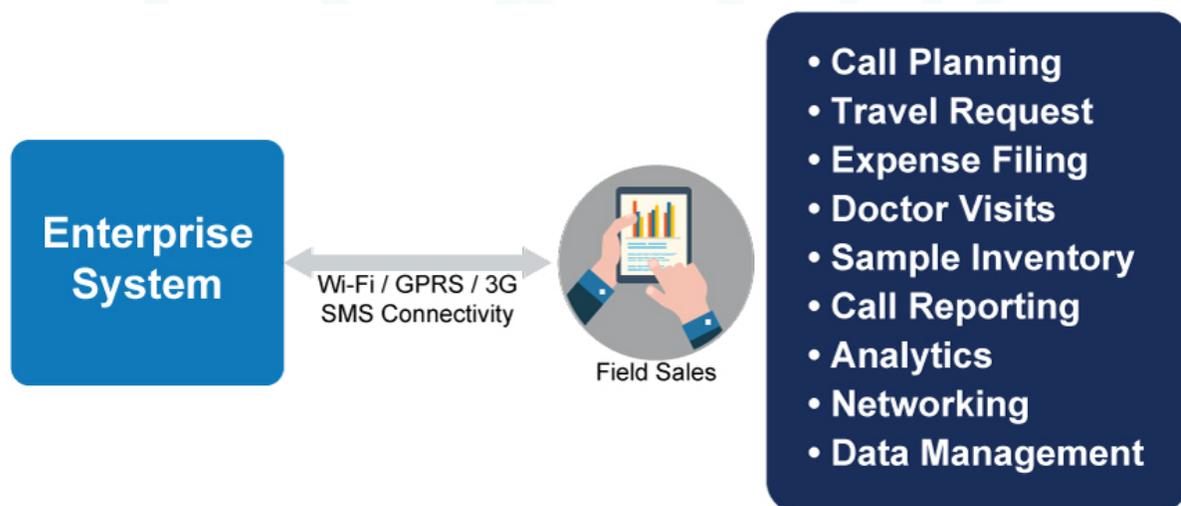
HTC capitalizes on its expertise in various verticals to address the pain points faced by the pharmaceutical field staff in a comprehensive manner.

Augmented Reality is the future, not just another passing fad

Augmented Reality (AR) focuses on augmenting or improving the real-time environment of the user and attempts to elevate the user's level of perception on what they watch. AR embeds the environment with sound, video, graphics, statistical data, etc., derived from a compatible device and permits the user to view the virtual 3D environment and explore, interact with or exercise control on it in an immersive manner.

AR is gaining importance in almost every industry and Pharma is no exception. Although AR has entered the Pharmaceutical Industry in a modest way, it is opening up a new world of business opportunities by enabling Pharma sales beyond geographical boundaries and improving customer experience and goodwill.

How Augmented Reality helps Pharma Companies:

- Pharma companies can use Augmented Reality (AR) as a content delivery platform for providing effective visualization experience to the doctors

- Sales persons can Scan brochures, catalogues, and books using device camera and get the relevant product information

- Improves customer relationship

- Reduces marketing and advertising cost (i.e. Print Media, Brochures, etc.)

Benefits of Mobile Technology

The following table lists the benefits the users and business segments can realize with the mobile technology.

To Users	To Business
- Minimized admin back-log - On the fly access to critical business information - Better use of the organization's enterprise solution - Enhanced Product presentations and demonstrations using Augmented Reality - Increased sales calls - Increased productivity levels - Round the clock information availability - End-to-end Calls Management, Analytics, and Tracking - Effective dead time utilization for more productive work	- More time for customers and value-added work - Reduced risk of bottlenecks occurring in business process - Effective capturing and entering of all critical business information into the system - Better relationship with physicians, nurses, hospitals, pharmacies, etc. - On the fly, dynamic AR presentation and product contents update. - Easy integration with existing Hospital Management Solution / Information Systems

HTC's Mobile Solutions

HTC has been providing outstanding mobile / tablet application development services to its global clients enabling them to become the highly productive and transforming them as the best service providers in their domain. The diagrammatic representation of HTC's mobile offerings is given below.
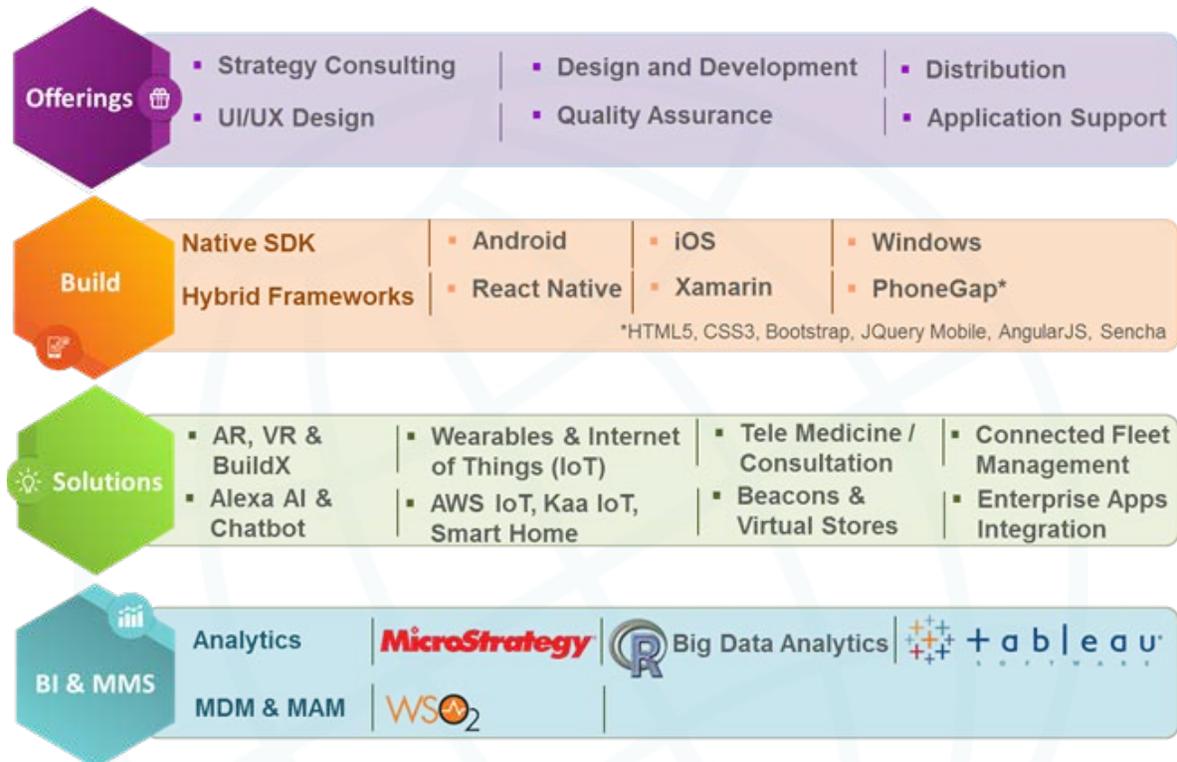
HTC Solution Differentiators

HTC's Mobile Application Development team assures the best application services in the challenging mobile application development space with its:

- End to end Mobile solutions development, from strategy to deployment and support

- Comprehensive Mobile Testing capabilities including Functional, Usability, Usage, Performance, Security and Device Specific testing.

- Experience in testing in multiple platforms using testing clouds

- Rapid Proof of Concept (PoC) Development – This helps our customers engage the business, and prototype solutions quickly and cost effectively

- Global delivery model to balance cost while closely engaging project stakeholders onsite

About HTC

HTC is a leading global provider of Information Technology and Business Process Services and Solutions.

Established in 1990, HTC is an Inc. 500 Hall of Fame and SEI CMM Level 5 company. Headquartered in Troy, Michigan, HTC has over 28 years of experience in providing IT services to Automotive and Manufacturing, Banking and Financial Services, Insurance, Energy and Utilities, Entertainment, Media, Publishing, Telecom, Government, Healthcare, Higher Education, Hospitality and Retail verticals.

- **Established in 1990**

- **Headquartered in Troy, Michigan**

- **SEI CMM Level 5 & ISO 9001**

- **ISO 27001**

HTC has acquired Ciber, Inc. (Currently Ciber Global LLC) in June 2017 and CareTech Solutions in December 2014.

Staffed by a vast team of highly qualified and experienced professionals, HTC offers Application Management, Application Modernization, Business Process Services (BPS), Cognitive/Artificial Intelligence, Collaboration, Cybersecurity, Data Management, Digital Content Management, Digital Services, ERP, EMR & CRM, Infrastructure & Cloud, Program Management, Service Desk, Talent Services, and Transformational Advisory Services. HTC provides services to customers across various geographical areas such as North America, Europe, Middle East, and Asia Pacific.

HTC has state-of-the-art infrastructure facilities designed to support software development, digitization and support services. HTC provides complete range of services and 24x7x365 support to customers using resources on-site and off-site at our facilities. Our centers are equipped with state-of-the-art infrastructure and are inter-connected through high bandwidth and secure communication links.

References

Bring your own device (http://en.wikipedia.org/wiki/Bring_your_own_device)

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