

Pharma Field Force Optimizer

Product Guide



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1 Introduction, goals

With the use of the Pharma Field Force Optimizer (FF Optimizer)

- the effect of marketing plans on the number of PSRs becomes calculable;
- the result of product configuration assignments can be simulated and optimized;
- headcount figures may be calculated even in case of multiple organizational structures running parallel;
- the efficient distribution of resources is assisted by a brick-level map;
- In the marketing plan the expected coverage and frequency may be set: by products, by areas of expertise, by target groups, annually or even quarterly;
- Seasonally different call plans and screening campaigns may be simulated, even calculating with multiple call plans at the same time;
- In the sales plan the sales lines and the expected number of calls may be set, more organizational structures may be tried and analyzed parallel, with different regional field division;
- The effects of different plans may be demonstrated and analyzed in a simple and non-risky way. And at the end of the day we can make the best decision in every situation;
- Our analyzing tool does not require advanced IT knowledge or local IT support.

The application of FF Optimizer provides great help in:

- the organization of calls based on marketing needs and the calculation of related resources (PSRs);
- in structural re-organization;
- in case of M&A in finding the greatest synergies throughout the altered organizational structure and product portfolio;
- in rationalizing the operation of the marketing and sales department.

The chart below indicates the place and role of FF Optimizer in the planning process.

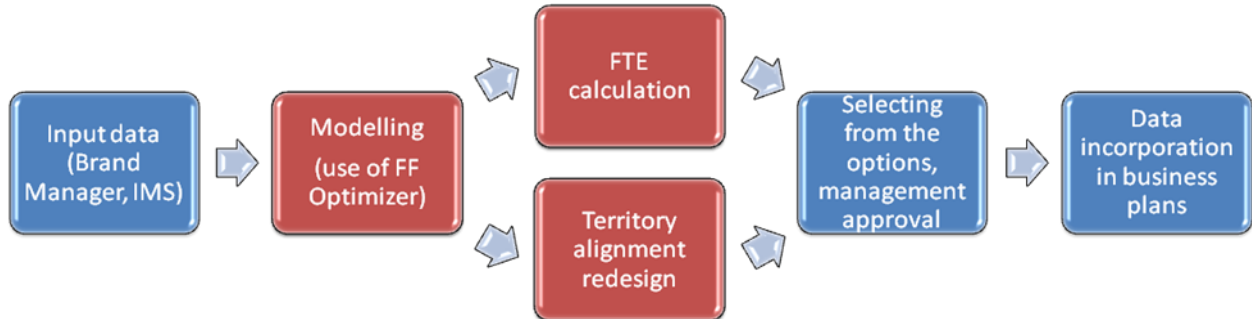


Chart 1: The place and role of FF Optimizer in the planning process

Input data are gathered in two ways: on the one hand, they are purchased from outside service providers, (eg. loading or refreshing physician database), on the other, it relies on inside data, such as marketing information and call plans (frequency, coverage etc.).

During *Modelling* the FF Optimizer prepares multiple scenarios according to organization structure, call plans, area coverage, etc. The effects of the different scenarios (eg. FTE needs, field distribution) are simulated by the program.

FTE calculation: Based on input data the number of FTEs sufficient to complete the necessary number of calls is calculated.

During the *planning of field distribution* the area that PSRs wish to cover may be optimized, and all this is supported by a map function. The call areas of PSRs may be altered freely on brick level.

Selecting from the options, management approval: selecting and obtaining top-management approval for the scenario that entails the product portfolio, organizational structure, call plan and PSR headcount most in keeping with our goals.

Incorporating data in the business plans: operative plans must be modified on the basis of the selected data. In order to create the structure according to the new scenario it may become necessary to set up a new project team especially for this task.

2 The detailed description of the application

The functions of Pharma Field Force Optimizer will be described based on the 4 main groups of the opening screen: (see: chart **Hiba! A hivatkozási forrás nem található.**)

- Set up initial parameters
- Set up physician related data
- Manage field models
- Data queries

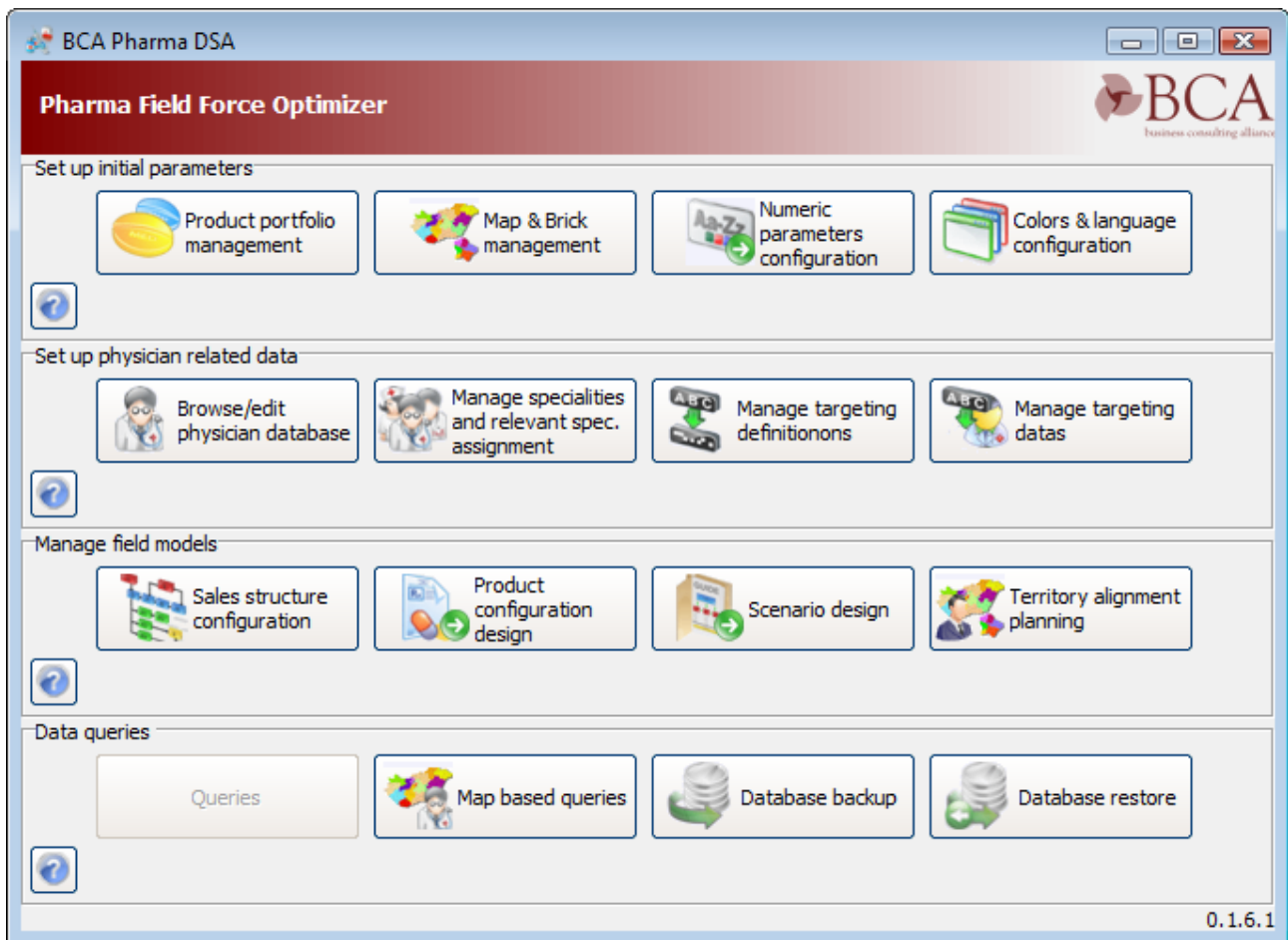


Chart 2: Opening screen

2.1 Set up initial parameters

By pressing the *Product Portfolio Management* button it is possible to add new products to the list, or modify or delete the existing ones (see Chart 3) Products may be complemented by a short description, and the group of physicians prescribing the product may be defined (eg. cardiologist, urologist).

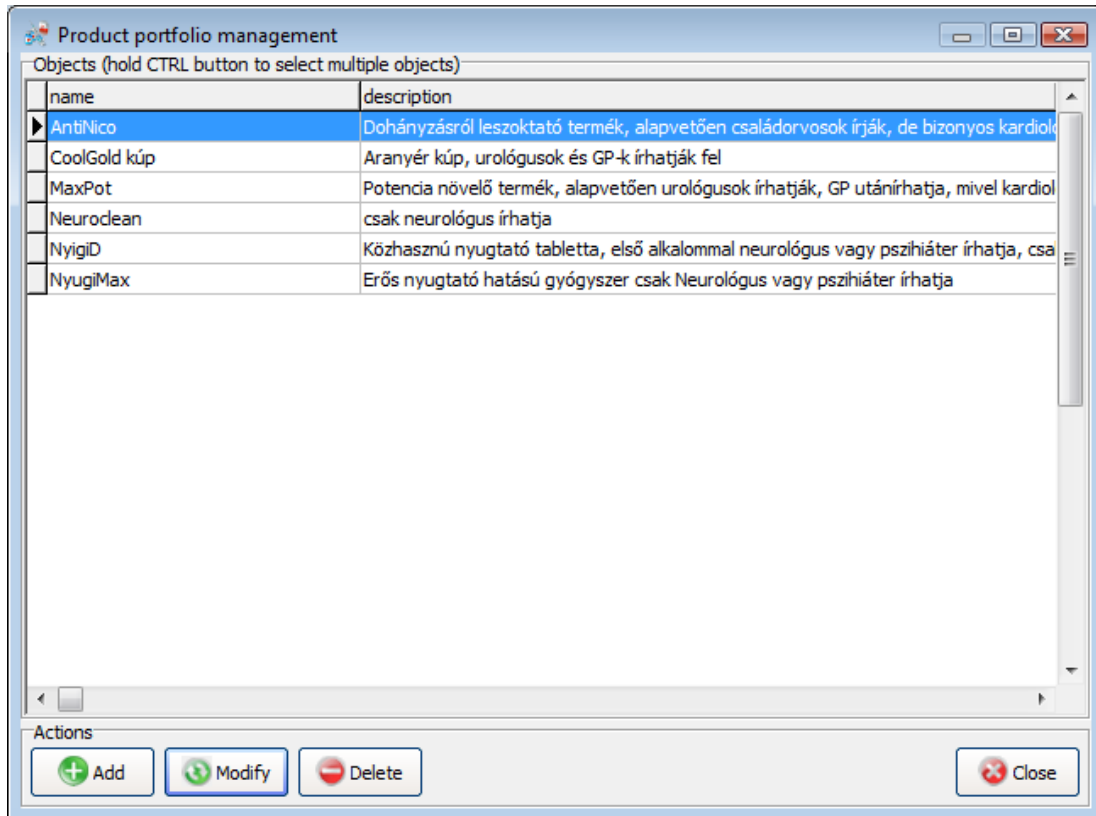


Chart 2: Product Portfolio Management

The *Map and Brick parameters* button enables you to select the map you wish to work with, along with the relevant territory – brick combination.

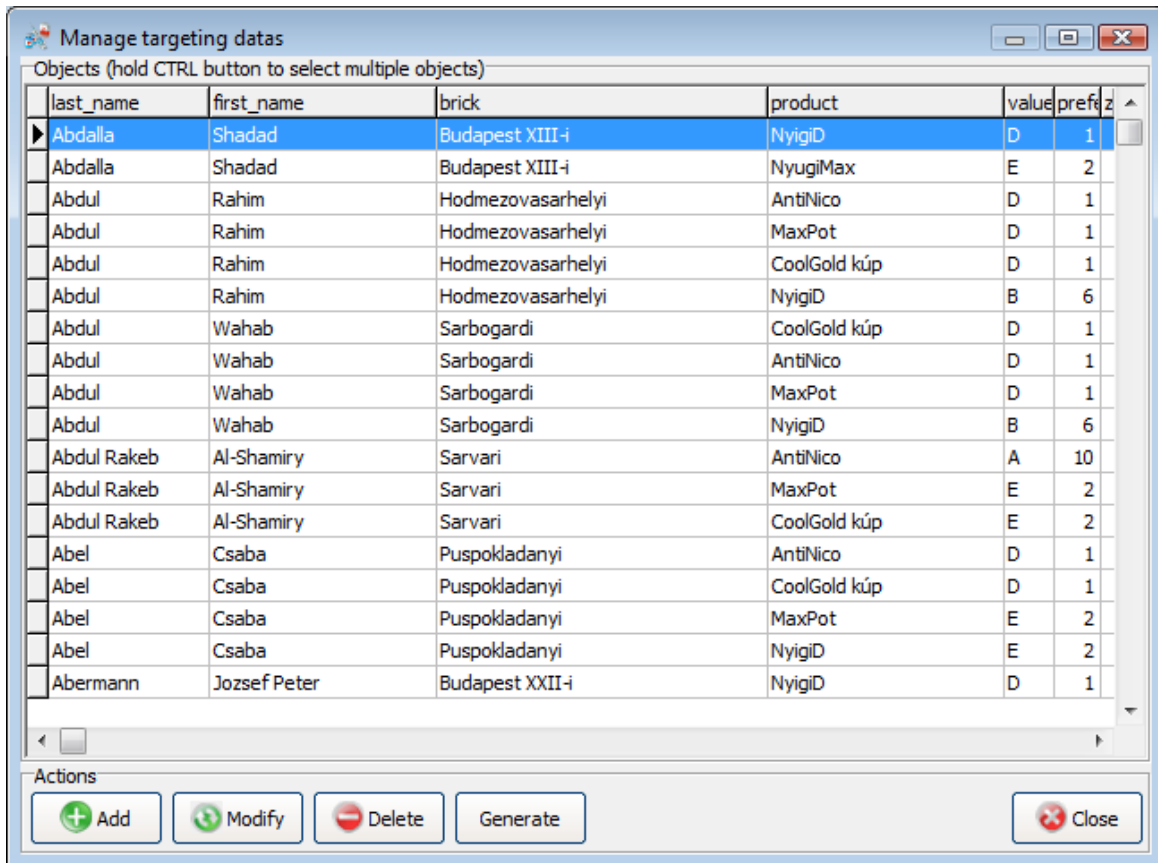
By adding *Numeric Data* the number of working days per Quarter may be defined – among other things. The *Colours and Languages* button formats the appearing texts and charts. The Program may be translated to any language besides those already included (English, Hungarian, German, French, Spanish). F12 button enables you to **switch between languages any time during the use of the program**.

2.2 Set up physician related data

It is enough to review the data in this group in case of targeting surveys and/or the refreshment of physician database.

In *Reviewing Physician Database* one can see the place of practice and specialization of each physician. Dominant specialization may be indicated of the primary and secondary specialization, by using the *Managing Specialization* button.

Targeting categories¹ may be edited with the Management of *Targeting definitions* button. The targeting of physicians (their categorization by specialization) may be modified under *Managing Targeting data* (see: Chart Chart 3).



The screenshot shows a window titled "Manage targeting datas" with a table of data and an actions bar at the bottom. The table has columns for last_name, first_name, brick, product, value, and pref. The actions bar includes buttons for Add, Modify, Delete, Generate, and Close.

last_name	first_name	brick	product	value	pref
Abdalla	Shadad	Budapest XIII-i	NyigiD	D	1
Abdalla	Shadad	Budapest XIII-i	NyugiMax	E	2
Abdul	Rahim	Hodmezovasarhelyi	AntiNico	D	1
Abdul	Rahim	Hodmezovasarhelyi	MaxPot	D	1
Abdul	Rahim	Hodmezovasarhelyi	CoolGold kúp	D	1
Abdul	Rahim	Hodmezovasarhelyi	NyigiD	B	6
Abdul	Wahab	Sarvogardi	CoolGold kúp	D	1
Abdul	Wahab	Sarvogardi	AntiNico	D	1
Abdul	Wahab	Sarvogardi	MaxPot	D	1
Abdul	Wahab	Sarvogardi	NyigiD	B	6
Abdul Rakeb	Al-Shamiry	Sarvari	AntiNico	A	10
Abdul Rakeb	Al-Shamiry	Sarvari	MaxPot	E	2
Abdul Rakeb	Al-Shamiry	Sarvari	CoolGold kúp	E	2
Abel	Csaba	Puspokladanyi	AntiNico	D	1
Abel	Csaba	Puspokladanyi	CoolGold kúp	D	1
Abel	Csaba	Puspokladanyi	MaxPot	E	2
Abel	Csaba	Puspokladanyi	NyigiD	E	2
Abermann	Jozsef Peter	Budapest XXII-i	NyigiD	D	1

Chart 3: Managing Targeting data

¹ eg. A,B,C,D, where 'A' is the category with huge potential, physicians belonging to this category prescribe our products in great amounts, whereas category 'D' has little potential, with lower prescription numbers.

2.3 Modelling

Modelling may start after loading the basic data described in previous chapters and after the configuration of settings. It is possible to simulate what effects it would have on the company if we altered Business Units and Sales Lines, or if we compiled different call plans for certain products, if we did not conduct calls in low-value bricks, etc. As a result, the number of PSRs may be determined for each brick. This chapter describes the ways to achieve this.

2.3.1 Management of Sales Organization

The number of Sales Units and Division may be set, and products may be divided among these freely. (see: Chart Chart 4). The daily expected number of calls can also be set by groups. More constructions may be prepared, the resource needs of which can be compared to one another.

For better transparency the end result may be seen in a tree-view modell by pressing on the *Objects tree view* button (see: Chart Chart 5).

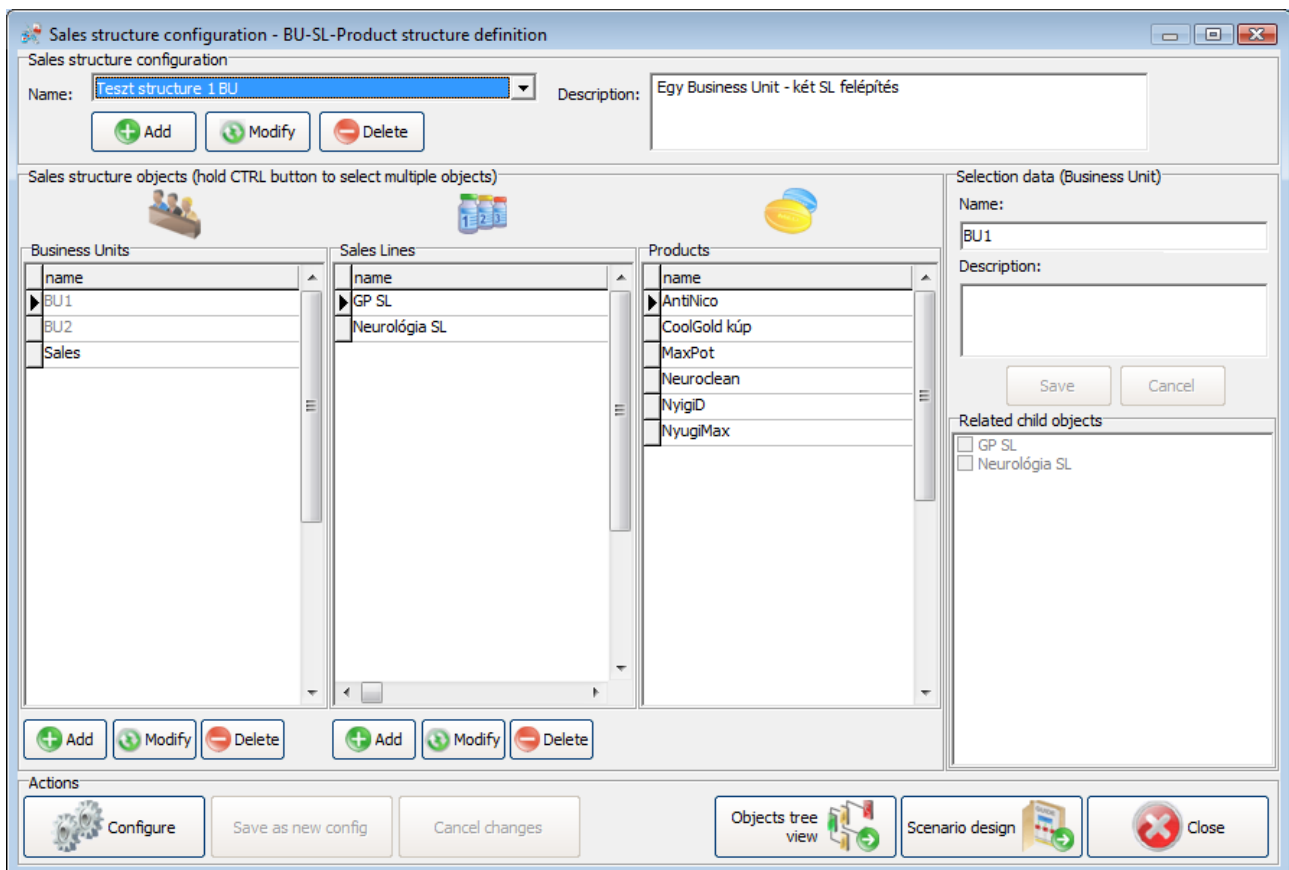


Chart 4: Management of Sales Organization

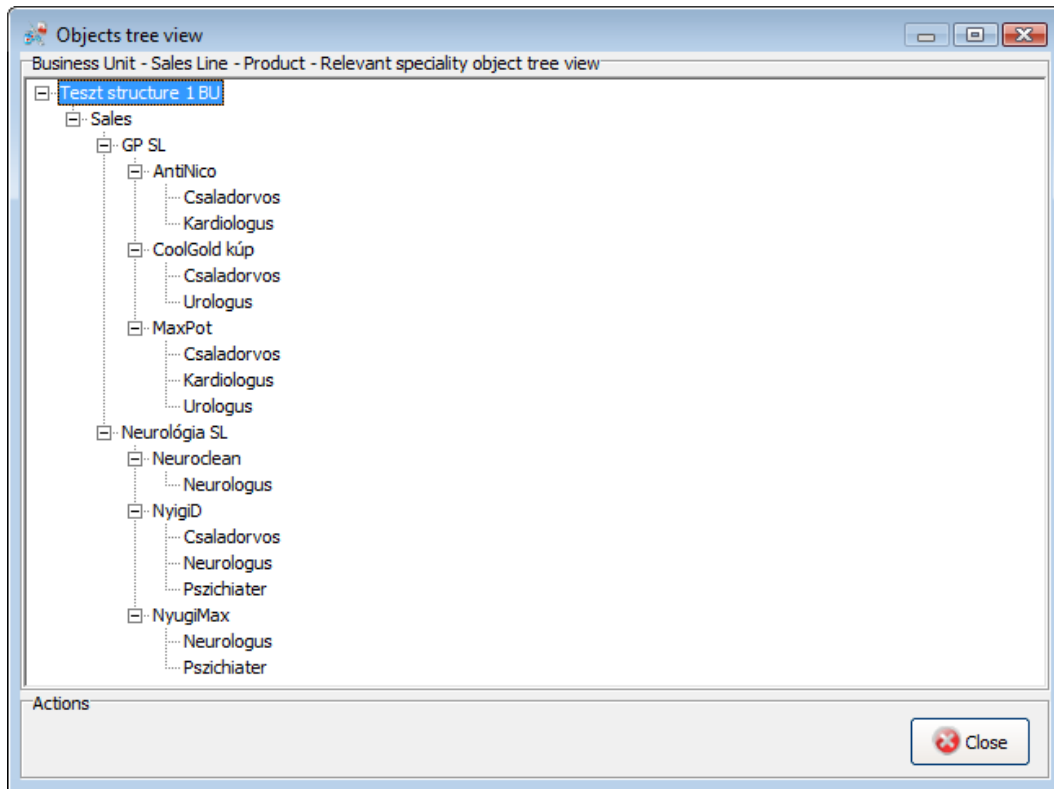
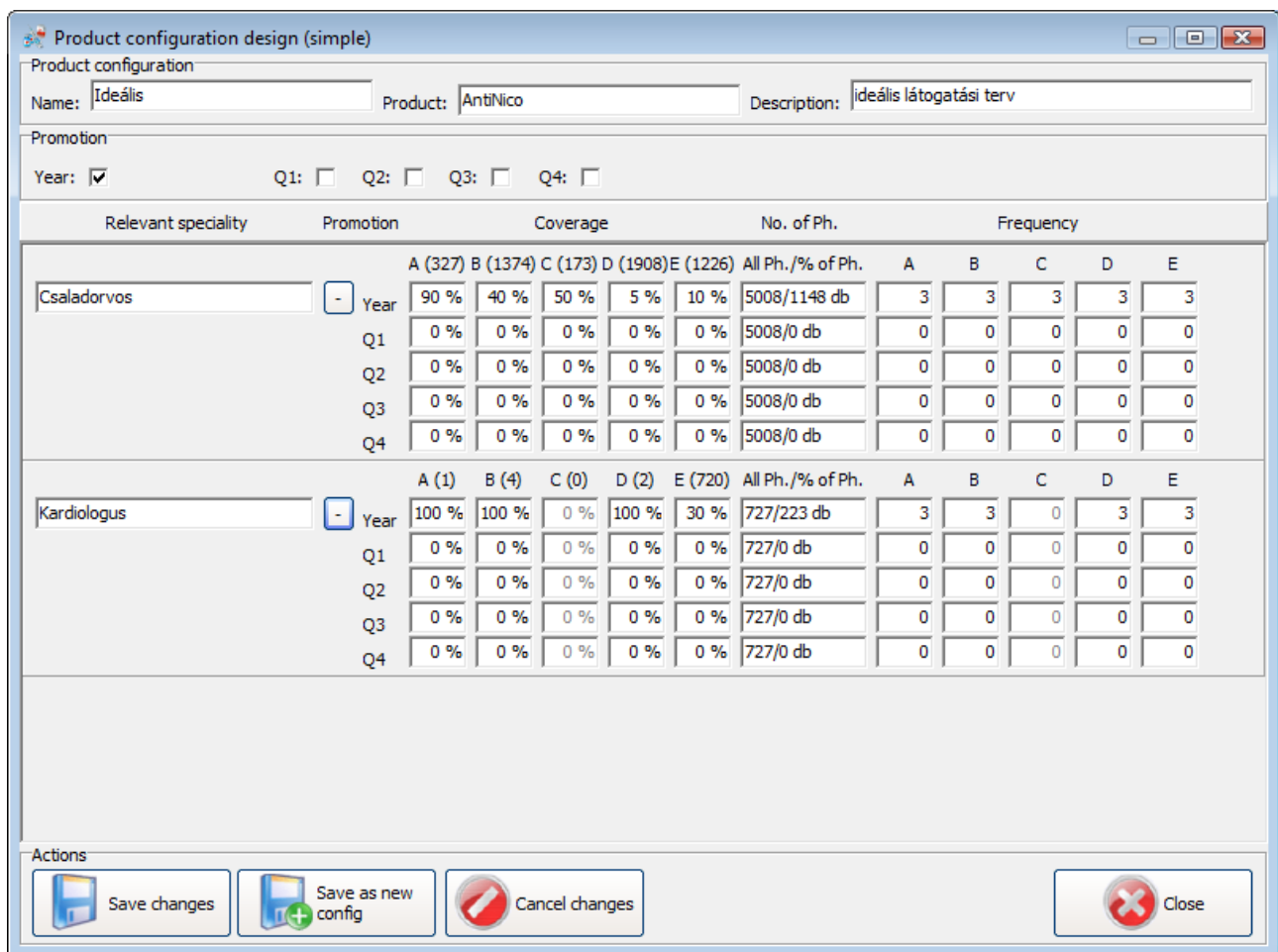


Chart 5: Tree-view modell of Sales Organization

2.3.2 Product – call settings

It becomes feasible to set different call-plan parameters for different products, which renders it possible to calculate the FTE needs of a certain product campaign for the same sales organization, taking into consideration synergies (eg. PSRs call on one physician with more products at the same time). The main exchangeable parameters of the call plan are the following:

- Specialization
- Target coverage
- Period (Quarters)
- Frequency: number of calls per physician within a certain period



The screenshot shows a software window titled "Product configuration design (simple)". It contains a form for "Product configuration" with fields for Name, Product, and Description. Below this is a "Promotion" section with checkboxes for Year, Q1, Q2, Q3, and Q4. The main area is a table with columns for "Relevant speciality", "Promotion", "Coverage", "No. of Ph.", and "Frequency".

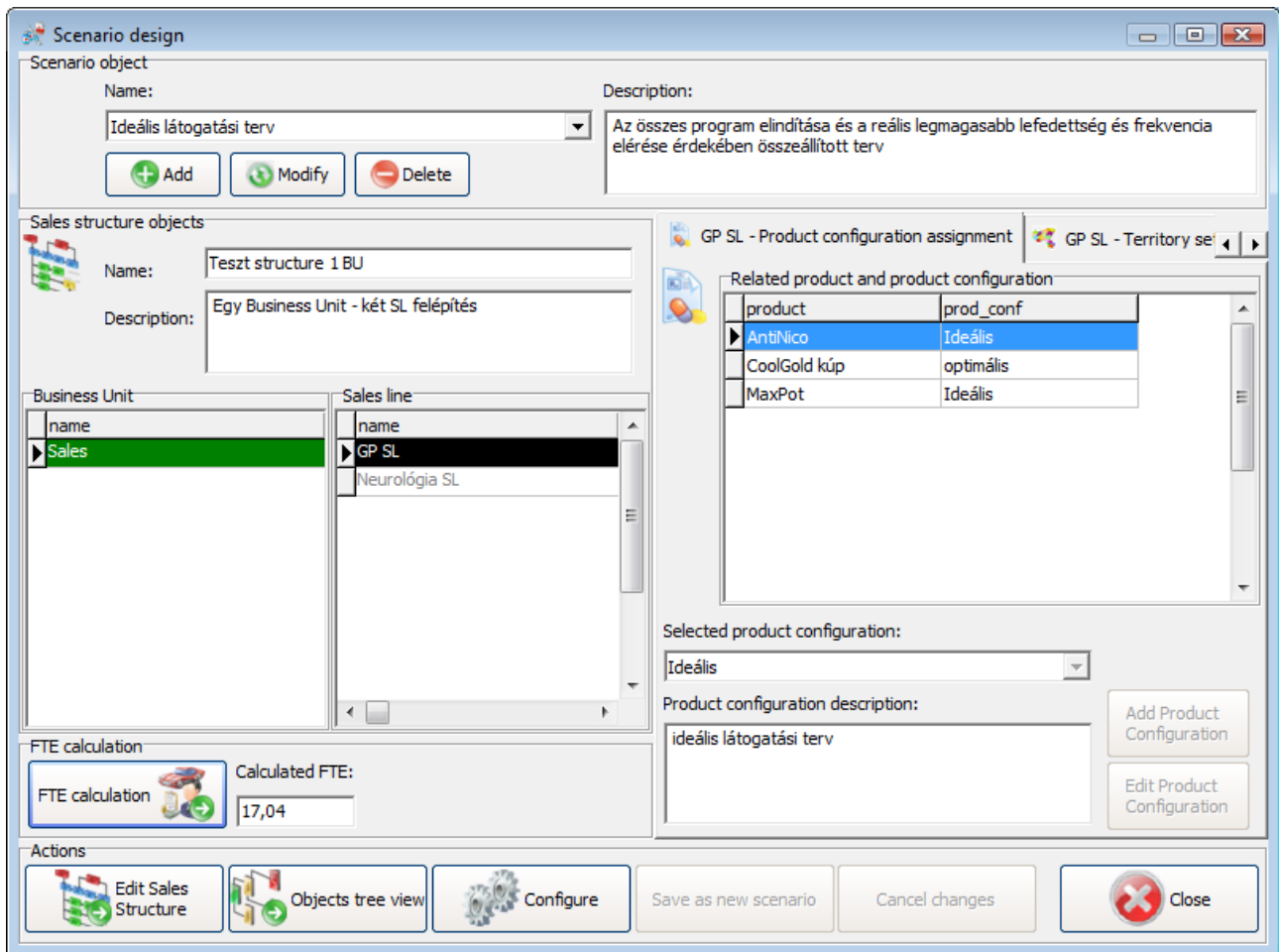
Relevant speciality	Promotion	Coverage					No. of Ph.	Frequency				
		A (327)	B (1374)	C (173)	D (1908)	E (1226)	All Ph. /% of Ph.	A	B	C	D	E
Csaladorvos	Year	90 %	40 %	50 %	5 %	10 %	5008/1148 db	3	3	3	3	3
	Q1	0 %	0 %	0 %	0 %	0 %	5008/0 db	0	0	0	0	0
	Q2	0 %	0 %	0 %	0 %	0 %	5008/0 db	0	0	0	0	0
	Q3	0 %	0 %	0 %	0 %	0 %	5008/0 db	0	0	0	0	0
	Q4	0 %	0 %	0 %	0 %	0 %	5008/0 db	0	0	0	0	0
Kardiologus	Year	100 %	100 %	0 %	100 %	30 %	727/223 db	3	3	0	3	3
	Q1	0 %	0 %	0 %	0 %	0 %	727/0 db	0	0	0	0	0
	Q2	0 %	0 %	0 %	0 %	0 %	727/0 db	0	0	0	0	0
	Q3	0 %	0 %	0 %	0 %	0 %	727/0 db	0	0	0	0	0
	Q4	0 %	0 %	0 %	0 %	0 %	727/0 db	0	0	0	0	0

At the bottom, there is an "Actions" section with buttons for "Save changes", "Save as new config", "Cancel changes", and "Close".

Chart 6: Call plan per products

2.3.3 Scenario planning

Based on the previously set organizational structure and the product-specific call plans the FTE needs may be calculated on the *Scenario Planning* surface (see: Chart no. Chart 7). Obviously it is possible to prepare more scenarios, therefore there is a chance to compare and measure the real differences between the FTEs of each change (organizational structure and/or call plan).



The screenshot displays the 'Scenario design' window. At the top, the 'Scenario object' section shows the name 'Ideális látogatási terv' and a description: 'Az összes program elindítása és a reális legmagasabb lefedettség és frekvencia elérése érdekében összeállított terv'. Below this are 'Add', 'Modify', and 'Delete' buttons.

The 'Sales structure objects' section shows a tree view with 'Teszt structure 1 BU' and a description 'Egy Business Unit - két SL felépítés'. It includes sub-sections for 'Business Unit' (with 'Sales' selected) and 'Sales line' (with 'GP SL' and 'Neurológia SL' listed).

The 'Related product and product configuration' table is as follows:

product	prod_conf
▶ AntiNico	Ideális
CoolGold kúp	optimális
MaxPot	Ideális

The 'Selected product configuration' dropdown is set to 'Ideális', and the 'Product configuration description' field contains 'ideális látogatási terv'. There are 'Add Product Configuration' and 'Edit Product Configuration' buttons.

The 'FTE calculation' section shows a 'Calculated FTE' of 17,04. The 'Actions' bar at the bottom includes buttons for 'Edit Sales Structure', 'Objects tree view', 'Configure', 'Save as new scenario', 'Cancel changes', and 'Close'.

Chart 7: Scenario planning, FTE calculation

2.3.4 Territory alignment planning

On this surface the FTE needs necessary for the brick-level realization of certain scenarios may be examined and modified, in order to ensure the tailoring of a territory covered by one PSR.

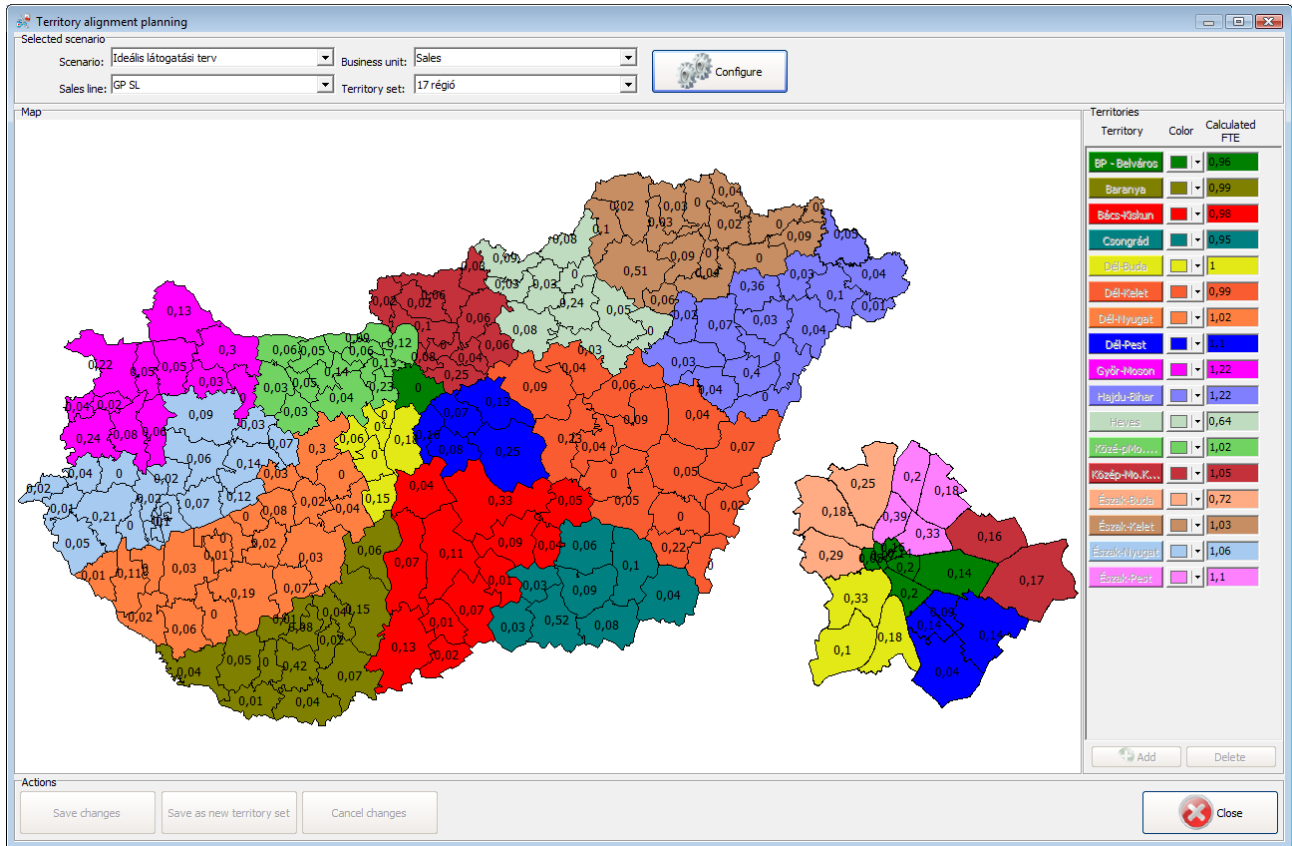


Chart 8: Territory Alignment Planning

