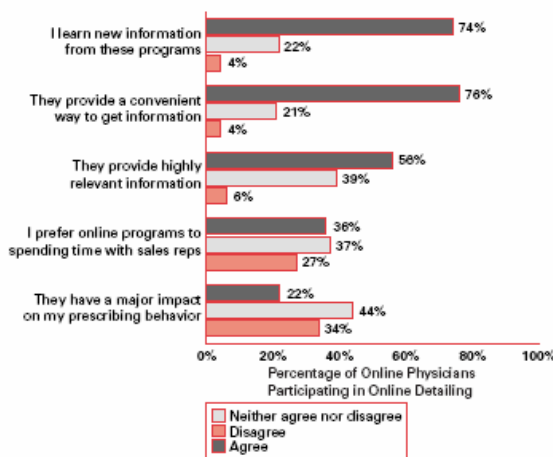


DETAILING

According to research from Health Strategies Group, “[t]he average primary care physician interacts with 28 sales representatives each week; the average specialist interacts with 14.” While this represents a significant amount of time, 2 hours and 13 minutes a week in 2004 per doctor, this is 20% less time than in 1999, where doctors spent 2 hours and 46 minutes a week meeting with sales reps.^c

DRUG REPS PER PHYSICIAN			
Year	Physicians (P) ^a	Detailers (D) ^b	Ratio D to P
2000	813,869	74,865	1 to 11
2002	853,187	93,612	1 to 9
2003	871,535	94,407	1 to 9
2004	884,974	101,531	1 to 9

Fig. 2 Online Doctors' Attitudes Toward Online Marketing Programs



Question: Please indicate your opinion about the marketing programs you used online? (Select all that apply.)
 Source: MD Linc, Inc. Physicians Survey (6/05), n = 163 (online physicians participating in online detailing, US only)
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For a variety of reasons (e.g. time, professional concerns about information quality, online learning opportunities), 22% of doctors said they see fewer sales reps than in the past.^d According to the table above, this does not appear to be due to a drop in the number of sales reps. It could be related to online detailing. Sixty-five percent of “online doctors”^e participated in online detailing in 2005.^f (See Figure 2)

Another way of looking at influence is to consider professional advertising expenditures per physician. The table at the right uses the cost of sales rep visits (excluding samples) to determine cost of all sales rep visits per physician.

COST OF SALES REP VISITS PER PHYSICIAN			
Year	Physicians ^g	Sales Rep Visit Cost (\$) ^h	\$ per Dr.
2000	813,869	5,137,000,000	\$6311.83
2002	853,187	6,198,000,000	\$7264.53
2003	871,535	6,938,000,000	\$7960.67
2004	884,974	7,336,000,000	\$8289.51

^a American Medical Association. Available online at: <http://www.ama-assn.org/ama/pub/category/12912.html>.

^b Matthew Arnold. “Flexible Forces.” *Medical Marketing & Media*. November 2005.

^c Ashley Mahoney, Rayna Herman. “2005 Access Report: The current state of pharma sales.” *Pharmaceutical Representative*. July 1, 2005.

^d Monique Levy, Jupiter Research. *Online Marketing to Physicians: Evaluating Physicians' Responsiveness to Online Detailing*. September 1, 2005.

^e Defined as physicians who use the internet for work-related activities. (Jupiter Research).

^f Monique Levy, Jupiter Research. September 1, 2005.

^g IMS Health. Total US Professional Promotional Spend by Type, 2004. Available online at: http://www.imshealth.com/ims/portal/front/articleC/0.2777.6599_49695992_75406357.00.html.

^h Matthew Arnold. November 2005.