



LIFE SCIENCES EXPERTISE

One of the fastest growing and most dynamic marketplaces, the life sciences industry is also one of the most challenging business environments in which to compete. Traditional sources of differentiation such as patent protection and speed-to-market can be short-lived. And not even the development and FDA approval of “blockbuster drugs” or medical devices can ensure long-term sales success. Pharmaceutical, biotech, and medical equipment organizations must be forward-thinking, nimble, flexible, and resilient.

REAL CHALLENGES

Health care professionals are in no hurry to change, and they typically value the information more than the source. So market staying power has become a matter of creating and adding value for health care professionals. A function of how quickly and effectively pharmaceutical, biotech, and medical equipment representatives can truly operate on behalf of the customer – whether it be physician, pharmacist, or managed care executive – and outmaneuver the competition.

To succeed, your representatives must have what it takes to move beyond simply marketing products, or “detailing.” Getting health care professionals’ attention requires establishing credibility early and often. Which means being aware of what’s on their minds. Chances are, if they’re not thinking about patient safety, they’re considering how the latest HIPAA ruling will affect the practice of medicine, or how patients’ increased involvement in managing their own health care will forever change the patient-physician relationship.

But even staying up-to-speed with the latest issues impacting the medical community isn’t enough. Pharmaceutical, biotech, and medical equipment representatives must demonstrate a thorough understanding of what physicians, pharmacists, and managed care executives must consider before making patient recommendations. What’s more, they must be able to convince health care professionals that the information they provide carries real value. Only then will they be given the opportunity to influence health care professionals’ decision making.

REAL SOLUTIONS

At Wilson Learning, we believe that the most effective way to fulfill our mission — helping people and organizations achieve performance with fulfillment — is to work closely with our customers to solve business problems. To that end, it’s our business to understand our customers’ business. For nearly 40 years, Wilson Learning has helped some of the world’s leading life sciences organizations gain market share by moving beyond marketing products to adding value for health care professionals.

Since much of the work we’ve done in the life sciences has been in pharmaceuticals, we have a Pharmaceutical Performance Group that is dedicated to helping pharmaceutical companies – and only pharmaceutical companies – achieve a sustainable competitive advantage. This team includes former pharmaceutical industry insiders, now working as performance improvement consultants, who understand the challenges pharmaceutical organizations face because they’ve been there. And they know what it takes to bridge the gap between conventional detailing and lasting sales success. Call 800.328.7937 or visit www.wilsonlearning.com to learn more.