

# How healthy is your provider data?

## Reaching the right HCP is critical

Life sciences organizations are reliant on face-to-face interaction with providers to generate awareness of new drugs. However:

Less than half of HCPs are willing to meet with sales representatives<sup>1</sup>



Those that do meet with reps may only allow 2-4 minutes of their time<sup>2</sup>



## Inaccurate provider data can take a harsh toll on ROI

Close to 90% of sales and marketing budgets are allocated to sales reps<sup>3</sup>

The average pharmaceutical sales rep salary is almost \$134,000/year.<sup>4</sup> That equates to \$515/day. At an average of seven sales call per day, each ineffective sales call costs \$74.

That adds up to significant cost over time.



\$515 / day



7 calls a day



Cost = \$74

On the flip side, each productive sales call can result in almost **\$400/script**, for potential revenue of **\$2,800 a day**.<sup>5</sup>

## Here's what a data quality health check of a leading U.S. pharmaceutical company gastroenterology unit found:

**6,000 providers**

(nearly 10% of their database) had bad attributes that made them ineligible for sales calls, leading to wasted effort

**50% of providers**

had inaccuracies in their listing, such as a wrong telephone number or were missing essential information

**1,500 good prospects**

that weren't in the companies call list. That resulted in a 30% increase in quality targets and new opportunity

When almost 50% of your provider data could be inaccurate or incomplete, how effective can your sales team be?

For more information on cleansing, enhancing and maintaining your data call 866.396.7703 or visit [risk.lexisnexis.com/products/provider-data-enhancements](http://risk.lexisnexis.com/products/provider-data-enhancements)



Health Care

<sup>1</sup> <https://www.bluenovius.com/healthcare-marketing/pharma-sales-reps-visit-doctors-office/>

<sup>2</sup> <https://www.pm360online.com/the-ever-evolving-pharmaceutical-representative/>

<sup>3</sup> <https://www.prnewswire.com/news-releases/as-doctors-keep-closing-doors-on-pharma-reps-do-digital-communications-provide-a-better-solution-300317132.html>

<sup>4</sup> <https://www.medreps.com/medical-sales-careers/pharmaceutical-sales-salary-report>

<sup>5</sup> Based on Lubiprostone prescription pricing.