

# **BRAND REPORT FOR COLLATERAL SYSTEM**

**15th February 2025**



# Field Rep Activity

FIELD REP ACTIVITY	LAST 7 DAYS (COUNT)	CUMULATIVE (Count)
Total Number of Field Reps Registered	0	502
Total Number of Doctors Registered	0	4484

How many doctors have been sent any collateral at least once?		
Collaterals	Last 7 days (Count)	Cumulative (Count)
1 collateral	1	1074
2-5 collaterals	0	831
5-10 collaterals	0	0
More than 10 collaterals	0	0

# Doctor Engagement Activity

Number of doctors who have viewed any collateral?

**Collaterals**

**Last 7 Days (Count)**

**Cumulative (Count)**

1 collateral

0

244

2-5 collaterals

0

36

5-10 collaterals

0

0

More than 10 collaterals

0

0