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Simplifying Physician and Pharma Collaboration



The changing face of the Healthcare Provider-Pharma collaboration

TRADITIONAL DETAILING IS BECOMING CHALLENGING

Traditionally, pharmaceutical companies spend more on marketing than they do on research ^{[1][2]}. In the United States, in 2002, an estimated \$21 billion^[3] was spent on pharmaceutical marketing while in 2005, the money spent on this endeavor has only increased to an estimated \$29.9 billion with one estimate as high as \$57 billion ^[2]. This, among other factors, has contributed to the rising costs of healthcare in the United States.



Why an eDetailing Platform?

Healthcare providers (HCPs) are constantly dealing with reform of healthcare regulations making traditional methods of marketing to HCPs especially challenging in this ever-changing environment. Pharmaceutical companies (Pharmas) must consider using the web as a channel to strengthen, align and enhance their relationship with HCPs. By using traditional detailing coupled with electronic methods of detailing (eDetailing), Pharmas can solidify existing relationships with HCPs.

The dynamic landscape of healthcare reform is bringing out significant changes in regulations governing the administration of care by Healthcare Providers (HCPs) leading to a flux in health insurance membership numbers and demographics, an increase in pressure to contain healthcare cost, and the emergence of requirements that payments to HCPs be tied to the level of quality/positive outcomes. As a result, for pharmaceutical companies, doing 'business as usual' is no longer an option as traditional methods of marketing to HCPs in this ever-changing environment has become increasingly challenging.

Traditional detailing methods have these challenges:

- HCPs have less and less time to spend on activities not related to direct patient care
- Patients and the general population do not view the sales rep to HCP relationship favorably
- The sales rep's "pitch" is cut short due to the limited the HCP has and there is not much time left even for a reasonable exchange of information
- Pharmas cannot exert enough control on the content and quality of the ultimate message that gets delivered to HCPs leading to huge litigation risks



Information Technology can increase the effectiveness of pharmaceutical marketing

THE USE OF AN IT INFRASTRUCTURE TO ENABLE DETAILING INCREASES OUTREACH AND EFFICIENCY WHILE STREAMLINING MESSAGING AND REDUCING COSTS

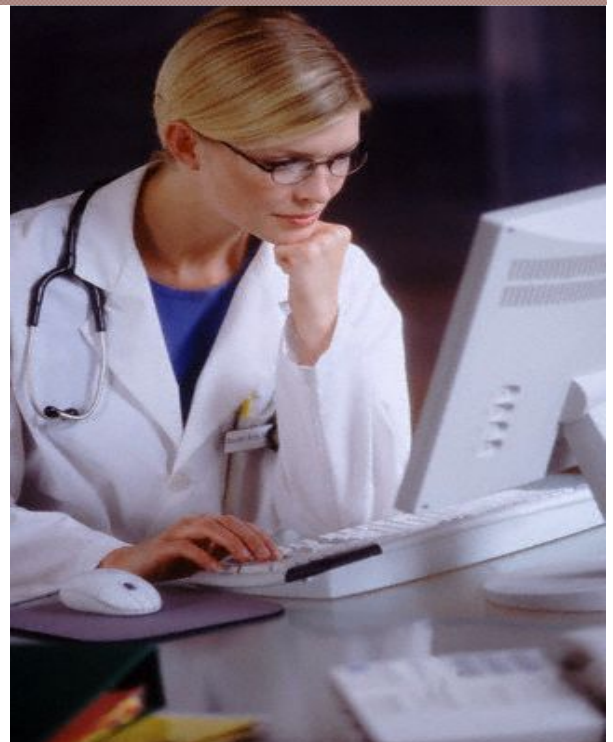
Information Technology will increasingly play a more pivotal role for HCPs from operations to care delivery to "knowing" a multitude of care options. As the business world expands its operations into cyberspace, Pharmas must consider using the web as a channel to strengthen, align and enhance their relationship with HCPs. Pharmas can use traditional detailing in combination with eDetailing to solidify existing relationships with HCPs and improve outreach to new HCPs.

A Forrester study ^[4] in the recent years showed that more than a third of HCPs are participating in some form of eDetailing already. Studies have also shown that a typical Pharma interaction with an HCP is five times as much online as it is in person. The platform for connecting providers to Pharmas will have to be mutually beneficial for all parties involved.



For the Pharma, eDetailing offers:

- An opportunity to educate and inform the HCPs
- A mechanism for customized marketing messages and marketing collaterals to each HCP based on demographics, specialty areas, preferences, prescription patterns and sales data
- Key influencers the forum to advocate and inform their peers in a transparent fashion
- One-one marketing, and consistencies in messaging where required
- Optimal use of marketing dollars (the spend online is half of traditional detailing per visit)



What is eRemedy?

eRemedy is our solution to the challenges of Pharma and HCP collaboration. It is a one-of-a-kind web-based edetailing platform that will enable Pharmas to leverage existing relationships with existing HCPs and significantly improve outreach to new HCPs.

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eRemedy: An eDetailing Platform

THE CONVENIENCE AND EFFICIENCY OF USING THE eREMEDY PLATFORM CAN SIGNIFICANTLY ENHANCE PHARMACEUTICAL MARKETING

Our web-based eDetailing platform will provide HCPs a way to:

- Learn about various drugs, devices and biologics
- Order drug samples
- Collaborate with their peers to learn from and educate each other
- Continue their medical education on certain specialty tracks
- Receive compliance updates
- Do all of the above on a schedule that suits them best without compromising limited time allocated for direct patient care



Technology platform features:

- Web-based hosted portal platform for HCPs only
- Forums for providers to connect with their peers
- Multi-media content delivery
- Portal customized based on HCP preferences and on pharma's insights on provider
- Demographics, specialty, sales analytics
- Private dialogs with Pharma safety personnel
- Web-based analytics for the Pharma to track provider behavior and interests

References:

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3. Barfett, J et al. (2004) "Pharmaceutical Marketing to Medical Students: The Student Perspective" (http://www.medicine.mcgill.ca/MJM/issues/v08n01/orig_articles/barfett.pdf)
4. Boehm, E (May 2005). "Doctors Say eDetailing's Influence Increases" (http://www.forrester.com/rb/Research/doctors_say_edetailings_influence_increases/q/id/36883/t/2)