



**GET INTERACTIVE.  
INSPIRE PROGRESS.**

To: Purdue Field Force

From: David McIntyre

Bulletin #: 235

Date: November 10, 2016

### **Are you a Resource to Your Customers?**

Have you asked your accounts/HCP's what challenges they face when trying to get patients access to the medications they prescribe? This is one of the toughest and most frustrating challenges that accounts/HCP's face today. They write a medication they feel is needed to help the patient and it is denied by the plan. This creates many challenges for the staff and eats up a lot of time. If we don't help them find the right solution for their needs, they are going to take the path of least resistance- Prescribe whatever causes them the least amount of headaches.

The first key to us becoming valued business partners is to understand the challenges that our customers face on a daily basis and to understand what good would look like to them (where do they want to be vs. where they currently are). You may be surprised to hear the answers when you genuinely ask your customers about their challenges. Don't assume you know what challenges they are facing, ASK!

One of the tools at our disposal to help when customers have challenging access issues is Cover My Meds (CMM). As you heard on the most recent Connect 4 Success from James Galluccio and Preston Jimenez, CMM is an excellent tool that can help alleviate many of the frustrations that customers are facing with access issues.

The key to success for any tool that we have at our disposal is our understanding of what our customers' needs/goals are and how to introduce those tools to help them meet those needs/goals. Do you want to be a resource or just be another person that comes into their office trying to sell them something? How do you know where you stand right now as a resource- Ask yourself this question, when I walk into an account, do the customers walk toward me or do they walk away? Are they happy to see me, are they engaged in the discussion?

All of us have the opportunity to be a resource that our customers look forward to seeing. Are you currently the resource that you would like to be?

MR-02605

**THE INFORMATION CONTAINED HEREIN IS FOR YOUR EDUCATION ONLY – NOT FOR USE IN PROMOTION**

**GET INTERACTIVE.INSPIRE PROGRESS.**