Schedule Rep Details & Generate Warm Leads

HCP Rep Connect

evoEngage CASE STUDY

The Background

Mid-sized Biopharmaceutical company launched a new product with unique delivery system for the treatment of ADHD. They had four Inside Sales Representatives (ISRs) to cover thousands of specialists across the country, which was divided into regions. In evaluating the ISR's efforts, they realized it took 30-50 cold calls to get one virtual meeting scheduled with an HCP. The lack of time spent detailing HCPs was negatively impacting the sales success of the team.

The Challenge

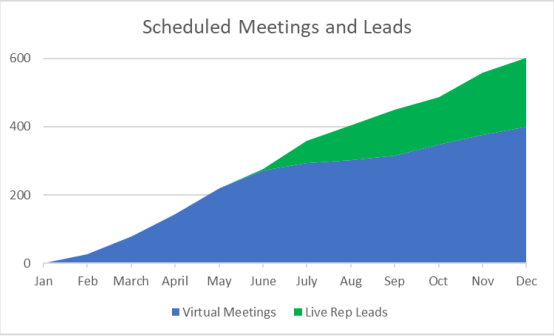
Implement a process to quickly "fill the funnel" with detail meetings for ISRs, allowing them to maximize time spent educating and selling to Healthcare Professionals (HCPs).

The Solution

evoEngage implemented an engagement campaign designed to:

- Create awareness amongst HCPs target customers
- Drive interest to learn more about the brand
- Offer content specific educational resources
- Schedule virtual meetings with ISRs so they could impact prescribing and sales
- As part of a plan to assist the Field Salesforce in reaching new customers, a lead generation initiative was incorporated mid-campaign

The Results



399 Scheduled Inside Sales Rep Meetings

202 HCP Requests to Meet with Field Rep

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Get in Touch

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