

# Inside Sales Team Helps Medical Device Manufacturer Increase Referrals

*IQVIA MedTech's commercial field solutions team helped a global market leader accelerate the transition from oral therapeutics to medical intervention*

## Situation

For many people with certain cardiovascular conditions, a surgical implant is an attractive replacement for oral therapeutics, which can be expensive and inconvenient.

In 2021, a global market leader of the first-in-class implant of its kind wanted to expand awareness of their surgical intervention among healthcare providers (HCPs), but it didn't have the internal bandwidth to get referrals.

### THAT'S WHEN THEY REACHED OUT TO IQVIA MEDTECH. ITS GOALS WERE TO:

- Effectively target HCPs to maximize awareness and referral patterns
- Optimize therapy awareness team to promote the implantable cardiovascular device
- Target high-, medium-, and low-potential HCPs with patients on the traditional oral therapy

## Challenge

The customer used IQVIA data to identify 10,000 non-referring target HCPs to call on. During the project pilot, IQVIA MedTech set the goal of nine completed calls per day (defining "completed" as having successfully reached the HCP via in-services and educational materials discussing the advantages of the implant). The IQVIA MedTech Therapy Awareness Representatives, (TARs), quickly achieved this goal and increased it to 10 completed calls per day.

It was important to IQVIA MedTech that its TARs collaborated with the customer's field sales team. The TARs were considered a valuable resource with a different set of target HCPs, working to achieve the same goal.

While the product itself brought an easy value proposition, training was a challenge. The TARs didn't have previous cardiovascular experience, so IQVIA MedTech successfully implemented the training they needed to speak the language.

## Solutions

### THE IQVIA MEDTECH TEAM DROVE REFERRALS AND RESULTS BY:



Hiring six TARs covering specific territories



Hiring one project leader to coach the TARs



Data-driven targeting focused on HCPs who historically did not refer for non-medical intervention

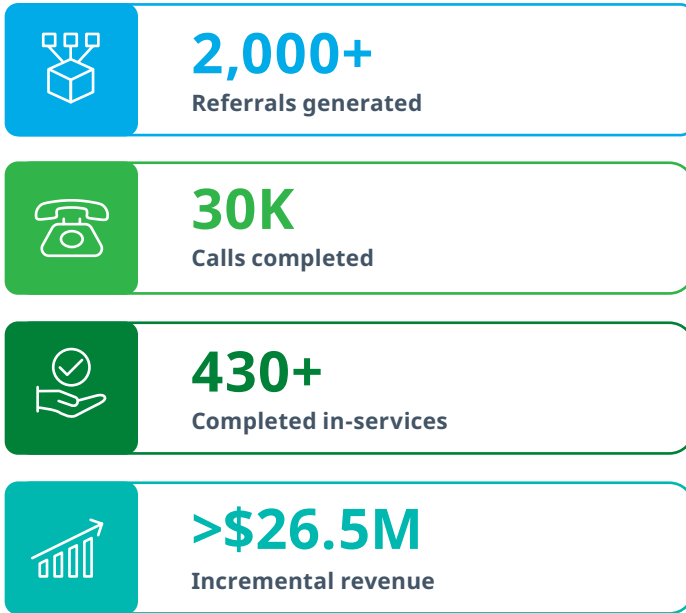


Coordinating communications between the customer, the IQVIA MedTech team, and the customer's field sales team for seamless HCP coverage

## Results

Though the customer did not anticipate that referrals would be generated sooner than six months after kickoff, the IQVIA MedTech Therapy Awareness team generated referrals immediately.

The IQVIA MedTech team effectively partnered with the customer's existing field team to ensure alignment on the target list, and the results within eighteen months of launch include:



The customer achieved a return on investment of nearly 17:1. Each of the 2,000+ product referrals was worth \$13,000, resulting in \$26.5 million of incremental revenue.

*“There’s a lot of excitement about this project. Now, different branches within our company are talking about it and looking for ways to accelerate their own growth.”*

*– Senior Brand Director*

The project was so successful that the customer extended it to a two-year contract. It plans to roll the TARs into its internal field team in 2023, with funding for additional expansion. Seven additional medical device brands within the customer organization have also contacted IQVIA MedTech about similar projects.



### About IQVIA Connected Intelligence™

Connected Intelligence brings together IQVIA's unique portfolio of capabilities to create intelligent connections across its unparalleled healthcare data, advanced analytics, innovative technologies and healthcare expertise to speed the development and commercialization of innovative medicines that improve patients' lives.

Discover new insights, drive smarter decisions, and unleash new opportunities with the power of [IQVIA Connected Intelligence](#)