

# CDM People ePermission

Send e-mails to customer prospects without violating the marketing law

## 5-10 conversations per consultant per day

CDM People Teledetailing is a perfect supplement to the consultant pharmacist's other efforts. Teledetailing can reach out to a vast number of doctors in a short time, and for a fraction of the price of a conventional consultant pharmacist visit.

The conversations are conducted from our call centre either by specially trained nurses or consultant pharmacists.

## Teledetailing "boosts" overall efforts

Teledetailing pays for itself. Numerous studies have shown that sales increase after only using Teledetailing for a short time. And the benefits are numerous:

- Doctors value brief, effective conversations
- Modern tool with a high success rate
- Reaches target groups quickly and precisely
- Flexible ad-hoc solution
- Extremely cost-effective, with a variable cost

## 60-90% of doctors say "Yes, please"

A nurse/doctor conversation typically takes only 3-5 minutes, which allows plenty of time to present new treatment methods, new indications and also a brief dialog with the doctor if he/she has any questions or would like further information. The conversations can also be supported by online presentations.

Naturally, the teledetailing employees are fully briefed for every detailing process and represent your company professionally and respectfully. CDM People has successful dialog with up to 90% of all the doctors we contact over the telephone.

## A quick, flexible solution

Use Teledetailing to manage and maintain the influencing of doctors quickly.

- Seasonal campaigns
- Assistance with temporary employees— maintains capacity at times when there is a shortage of consultant pharmacists
- Solves bottleneck problems when there are numerous, simultaneous campaigns

**CDM**

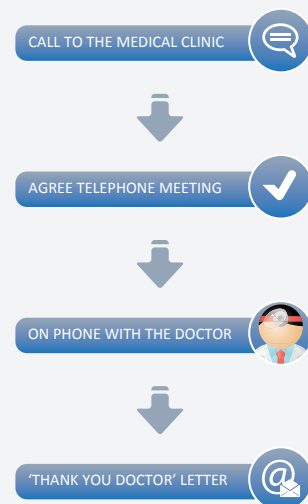
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## What happens with Teledetailing

The CDM People call centre takes care of the practical execution:

- Thorough briefing and preparation of the manuscript to be used in the conversations
- Calls up selected medical clinics
- Makes an appointment for a conversation with the doctor
- Calls up the doctor
- Presents product information
- Enters into a dialog with the doctor
- Offers additional material
- Offers to make a follow-up visit or telephone call
- Registers the details of the conversation
- Reporting

## Typical Teledetailing flow



*Product samples can also be registered for the medical clinic.*

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