

# CDM People Teledetailing

Conversations with doctors conducted by nurses over the telephone typically improve efficiency by 3-400%

## 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 People Teledetailing is a natural part of modern Multi-Channel Marketing. Presently, our parent company, CDM A/S, is market leader in the field of IT solutions geared to Multi-Channel and Multi-Level Marketing,

## 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

## About CDM A/S

CDM works in the field of IT and business development.

We help our customers identify the potential for improvement and to realise it. We do this through close cooperation whereby we work in the customer's premises in order to get to know their company inside out and provide the best possible consultancy and sparring.

It is important that we create value for our customers from the outset. Therefore, we normally use pilot projects and the gradual implementation of our solutions. We do this to ensure that your projects are realised with the greatest possible success.

# CDM

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