

CDM Dialogservice Pharma

Enhances the product dialog with the doctors

CDM Dialogservice Pharma gives you the opportunity to enhance your company's dialog with doctors – thus increasing awareness and sales of your products.

We offer dedicated teams of dialog-trained and highly qualified nurses to market your products. It is a unique, flexible resource that is at your disposal.

The team of nurses uses modern IT systems, the telephone and e-presentations to disseminate practical, relevant knowledge about your products. Naturally, in close collaboration with your company.

At present, CDM Dialogservice Pharma uses, for example, Astra Zeneca and MSD and offers both an in-house and an out-of-house solution.

The benefits are numerous

- Documented results
- Supplement for consultant pharmacists
- Rapid product launches
- Categorisation of doctors – even those who are not targeted
- Sending out of product samples
- Obtaining of e-permission
- Detailed reports at both campaign and budget level

The doctors are happy too

You see, doctors also appreciate getting new qualified knowledge sooner. And that the dialog is conducted succinctly and efficiently. Your team complies with all Good Governance rules.

Start a dialog with CDM

Contact CDM Dialogservice Pharma and find out more about how we can optimise the marketing of your products together.

Sparring and dialog

Also, use CDM as a sparring partner in connection with, for example, with the ABC categorisation of target groups, campaign management and the planning of events from idea to execution.

Related CDM Pharma solutions

CDM Pharma Callcenter

Get more and better meetings with doctors

CDM Data Service

Updates contact-prospects in the health service Quality check and data cleaning of your existing customer database

CDM Optimize Pharma

User-friendly CRM built into Microsoft Dynamics CRM

CDM Regulatory Manager

Management of regulatory processes

CDM Event Manager

Automatic handling of your Pharma events

CDM

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