

Patented TargetRx system determines sales, marketing effectiveness

TargetRx has been awarded a patent for its method and system for analyzing the effectiveness of pharma's marketing and sales programs. According to TargetRx CEO Mike Luby, the company is providing pharma a better way to determine which elements of its sales and marketing programs are working and which aren't. The company has built a database of 200 million responses to questions collected from more than 70,000 U.S. physicians, many of whom are high prescribers, and analyzes the data, Luby tells ePharm5. For example, TargetRx determined that describing to doctors a patient type that fits the profile to take a particular drug leads to higher prescribing, even though this technique is inconsistently used and executed. Earlier this year, TargetRx's 2005 Pharmaceutical Sales Force Quality Analysis ranked Abbott Labs number one with primary care physicians and Genentech number one with specialists (ePharm5, 3/23/06).