

FieldPerformanceAdvantage™

MAXIMIZE YOUR SALES AND MARKETING IN-FIELD PERFORMANCE.

Your goal is simple: win in the field by educating physicians on the benefits of your products for patient care. What isn't so simple is to know exactly how to accomplish that in today's environment. It takes more than just tracking sales rep interactions with physicians; you also need to understand the effectiveness of those interactions to get a complete picture of your performance. That is why we created FieldPerformanceAdvantage™. So you can *Know How*.

OUR UNIQUE VALIDATED MODELS UNCOVER THE EFFECTIVENESS OF YOUR IN-FIELD INITIATIVES

The unique power of FieldPerformanceAdvantage comes from our comprehensive AdvantageBuilder™ database that has captured in-depth physician attitudes on over 600,000 sales rep/physician interactions and the resulting changes in behavior for hundreds of products in dozens of therapeutic markets. We've built validated models that reveal your in-field sales and marketing performance by accurately translating physician attitudes on your rep/physician interactions into their actual impact on prescribing behavior.

DISCOVER THE TRUE IN-FIELD PERFORMANCE OF YOUR MESSAGES, MATERIALS/TOOLS AND REPS

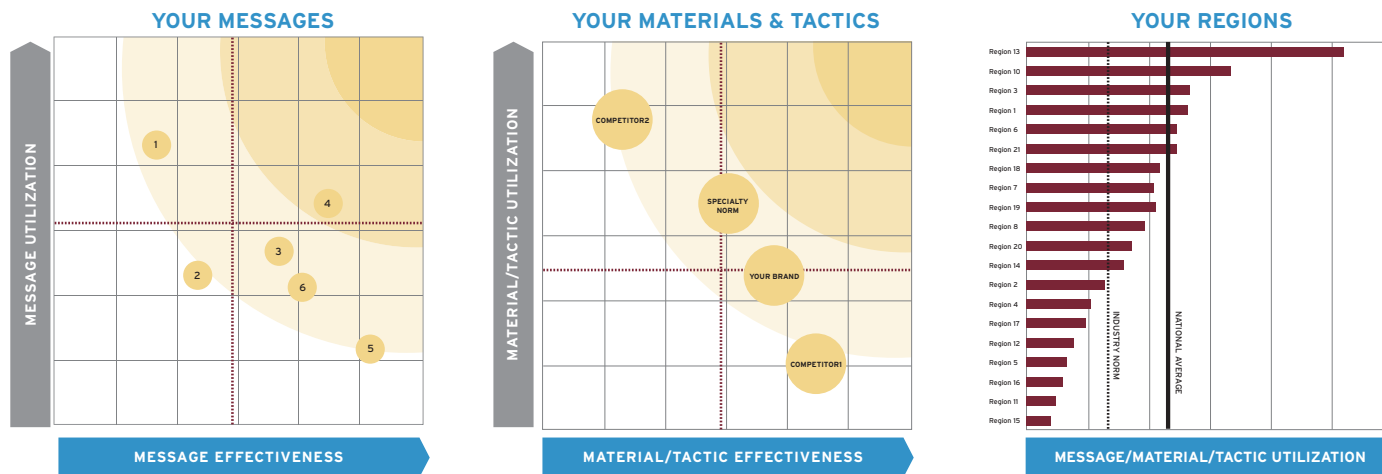
We provide invaluable insight into the effectiveness of your messaging, materials, sales tactics and reps. This is in addition to providing core usage metrics: message recall, detail aid usage, rep tactics, sales force reach and frequency and more. This complete and clear picture of your performance helps you focus on the "critical few" actions that will most impact your market share, elevating resource allocation decisions to a science.

BENEFITS

- + Uncovers the effectiveness of messages and tactics, in addition to rep utilization
- + Pinpoints the actions that will most drive prescribing
- + Common, clear and meaningful metrics across sales and marketing teams
- + Close, strategic partnership, leveraging our extensive experience in converting insights into actions
- + Clear measure of overall promotion effectiveness, isolated from other drivers of prescribing

FLEXIBLE PROGRAM DESIGN AND ROBUST CAPABILITIES:

- + **Message Foundation:** recall, effect on prescribing, portfolio analysis, verbatims
- + **Marketing Materials (visual aids, reprints, etc.):** utilization, effect on prescribing, element analysis
- + **Sales Tactics (Patient Identification, Closing, etc.):** utilization, effect on prescribing, detailed analysis
- + **Sales Rep Foundation:** effect of relationship, knowledge, planning and presentation on prescribing
- + **Regional Analysis:** metrics on messaging, materials and tactic usage by region
- + **Share of Voice and Detail Measures:** reach, frequency, detail length and more



To learn more, contact a TargetRx representative at 1-877-U-KnowHow (877-856-6946).

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