

# Interactive & Digital Marketing

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## Prolifiq virtually connecting physicians, MSLS

**W**hen a physician has an off-label question about a product, the sales rep is placed into a bind. The rep can schedule a medical science liaison to come in and answer the doctor's question – with a lag of often three weeks until the visit can occur – or refer the doctor to a call center. Ultimately, however, the rep's sales visit has effectively ended. But the software company Prolifiq has come up with CONNECT, a mobile solution that allows a rep to put physicians in touch with MSLS immediately, efficiently, and compliantly. CONNECT establishes real-time, secure, compliant digital communications that sales reps use to direct their customers' medical questions while reinforcing their face-to-face relationships.

"CONNECT harnesses the immediacy of mobile," says Hemingway Huynh, chief technology information officer of Prolifiq. "In pharma, the medical information request form [MIRF] process can take three days to three weeks. With CONNECT, sales reps compliantly fulfill their customers' medical requests with the appropriate specialist in three minutes."

According to Huynh, CONNECT establishes real-time, secure, compliant digital communications that sales reps use to direct their customers' medical

questions while reinforcing their face-to-face relationships. What used to take days or weeks now takes minutes.

"One of the key issues today in life sciences is a shrinking sales force, the sales force has to carry more than one drug in the bag, and there's a lot of specialist info, whether it's reimbursement or payor, that they can't answer because A, they don't have the knowledge, or B, legally, they cannot answer, based on compliance," Huynh says. "The medical teams will see the immediate impact with this platform, the ability to be able to connect in real time with a specialist."

When a rep wants to initiate a meeting between the MSL and physician, the rep first tests the wireless connection on his tablet to determine if features such as video and desktop sharing can be used. Then the rep sends out a ping to alert all available MSLS that there is a question to be answered, and what that question is about. The rep cannot choose which specialist will answer the question. MSLS have two minutes to respond to the request for a conversation, Huynh says.

Once the connection is established between the physician and the MSL, the sales rep can either leave the room, or stay but not be involved in the conversation. Whether the rep leaves or stays depends on what the company's legal department has decreed.

Prolifiq is in the process of rolling out CONNECT for a third client. Huynh says the impact of CONNECT will be felt beyond just the MSL teams, to allow office managers to get immediate answers on reimbursement questions and nurses to get information on adherence or how to counsel a patient.

"Typically, you do not have a lot of off-label requests in a day, every other week you might have an off-label engagement," according to Huynh. "But if you expand this outside of medical to all the different fields, it can make a big impact in terms of time, resolution, and follow up."

All of the data captured by CONNECT is routed back to the client's data warehouse, allowing the company to measure effectiveness of the program. "We capture all the details of the engagement including: length of time, information shared, bandwidth of the connection, and usage of video, voice and desktop sharing capabilities," Huynh says. "And most importantly, we capture customer feedback post-engagement, so our clients know whether customers' questions are answered satisfactorily."



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