

momentum

a quarterly publication for the DERMIK® sales force



sanofi aventis

Because health matters

BenzaClin[®] topical gel
clindamycin 1%-benzoyl peroxide 5% gel

Sculptra[®]
injectable poly-L-lactic acid

Penlac[®]
nail lacquer
(ciclopirox) Topical Solution, 8%

Carac[®]
once-a-day
fluorouracil cream 0.5%

Scenarios of Success

Building Bridges with Pharmacy Customers

John Marturano has discovered a gold mine within his Scranton, Pennsylvania, territory. By including local pharmacies in his weekly call plan, John stays up-to-date on the retail pricing of Dermik's and competitors' dermatology brands, upcoming formulary reviews, patient compliance issues, and other insights that help him meet customer needs and gain a competitive advantage.

"Because pharmacists are the link between patient and prescriber, it's important to incorporate pharmacy calls into your routine. Pharmacists have the patient's perspective and needs in mind, and pharmacists are the ones who answer patients' questions about the medicines their doctors have prescribed," says John, who makes one or two pharmacy calls each workday.

Before each visit, John prepares an agenda so he can make the most of the time he spends with each pharmacist. He brings plenty of leave-behind materials to educate pharmacists on

each Dermik brand, as well as customer brochures that can be given to patients when they fill their prescriptions.

Through his consistent focus on pharmacy customers, John has built important business relationships in local professional societies. The area CVS district manager, for example, invites John to present his information at district meetings. John's support of professional events has even opened doors for other sanofi-aventis colleagues.

"The Blue Cross pharmacy director, whom I met during a recent pharmacy society meeting, was interested in holding an educational program. I was able to arrange for our managed care representative to do the program. It was a good opportunity for him," explains John.

The bottom line, according to John, is simple: "You're missing an opportunity if you are not making pharmacy calls. There's so much information—competitor messaging, current retail pricing, recent physician prescribing trends, patient compliance, and satisfaction with our products and competing brands—that you can gather and use to protect and grow your business and to help tailor the messages you deliver during sales calls with physicians."

John Marturano

High-Impact Pharmacy Calls

Try some of John Marturano's tips on your next pharmacy call

Set an agenda. "In my brief agenda, I go over the advantages of our products and set a specific objective for the call—perhaps getting an update on formulary information or retail pricing, or some other aspect of product use," John explains.

Make a strong close. "After explaining the benefits of the BenzaClin[®] (clindamycin 1%-benzoyl peroxide 5% gel) pump, I ask the pharmacist, 'When a physician writes Duac[®] (clindamycin, 1%-benzoyl peroxide, 5%), Ziana[™] (clindamycin phosphate 1.2% and tretinoin 0.025%), or BenzaClin 50g, will you steer the patient toward the pump?'" he says.

Be a helpful resource. During one pharmacy call, John learned that the pharmacist was having trouble ordering the BenzaClin pump through his online system. "I was able to help resolve the problem after making a few phone calls. The pharmacist was very appreciative, especially because one particular physician writes a lot of BenzaClin pump prescriptions that are filled at this pharmacy," John says.