

Contact:

Deborah Schnell, President
Sales & Strategic Planning
Healthy Advice™ Networks, LLC
513.936.6852
dschnell@HealthyAdvice.com

FOR IMMEDIATE RELEASE

***Healthy Advice™* Networks Physicians Participate in Panel
at Sales Force Effectiveness Conference**

Doctors Stress Need for Better Communication with Pharmaceutical Sales Representatives

CINCINNATI, OH. (June 15, 2010) *Healthy Advice™* Networks, the nation's leading provider of points-of-care health-education programs for consumers and physicians, hosted a panel of their physicians at the recent eyeforpharma Sales Force Effectiveness Conference held in Princeton, New Jersey. The panel, consisting of nine primary care physicians, offered direct feedback to pharmaceutical executives regarding how sales representatives could more effectively communicate and provide greater value to physicians and their practices.

The pharmaceutical industry continues to face tremendous challenges accessing doctors, one of their most important customers. A recent survey conducted by ZS Associates reported that the number of physicians who are "rep-accessible," defined as meeting with at least 70 percent of sales representatives, dropped by 18 percent. Additionally, only 58 percent of doctors are now considered rep-friendly, substantially less than the 71 percent reported in the previous survey.¹

The physicians spoke candidly about how the practice of medicine has changed, citing demands on their time as their single biggest challenge. Yet they also acknowledged their growing need for timely, relevant information. All nine have the new *Healthy Advice* product, *PracticeWire™*, installed in their back offices, providing them with real-time health information all day, everyday. Amassing information from over 40 respected medical journals and news sources, the *PracticeWire* product also provides customized local information, such as pollen counts or flu outbreaks, brand information from participating sponsors, and a companion website for in-depth research.

Responding to the question of how sales representatives can provide value to physicians in the absence of new clinical information, the panel said they welcomed any information that helped them better serve their patients. "For example," commented Dr. Donna Gavarone, "I appreciate updates on a brand's formulary status, rebate programs or patient assistance programs." Dr. Gene Geld added, "Obviously when there is new information about clinical trials or a recommendation on the product's patient profile, I want it as soon as it's available. The better informed I am, the more likely I am to include a brand as part of my patients' treatment plans."

Deborah Schnell, President, Sales and Strategic Planning at *Healthy Advice* Networks and moderator of the panel, summed up the comments by saying, "As physicians' need for timely information has intensified, it is clear the pharmaceutical industry will have to look for new ways to augment the sales representative's call. The physicians on the panel unanimously agreed that while nothing can replace the personal service of a knowledgeable, customer-centric sales representative, the timeliness of technology fills an unmet need for them and it is the integration of the two that provides the greatest value."

About *Healthy Advice*™ Networks, LLC

The *Healthy Advice*™ Networks mission is to help consumers and healthcare professionals make more informed health decisions by providing trusted, relevant and easy-to-understand health information when and where they need it. Over 53,000 primary care and specialty physicians throughout the U.S. have chosen *Healthy Advice* products for their patient-education needs. *Healthy Advice* Networks is the largest and fastest growing health-information company with programs in the physician waiting room, exam room and back-office. The award-winning programs are sponsored by leading pharmaceutical and health and wellness brands. For sponsors, *Healthy Advice* programs provide a proven way to educate patients and physicians at the time treatment decisions are being made.

For more information about *Healthy Advice* Networks, visit <http://www.HealthyAdviceNetworks.com>.

For more information about *PracticeWire*, visit <http://www.HealthyAdviceNetworks.com/practicewire2010/sfe> or contact: **Eric Lindsey**, (201) 220-3945, or email ELindsey@HealthyAdvice.com or **Kellee Kelton**, (214) 484-6910, or email KKelton@HealthyAdvice.com.

¹ ZS Associates. [Access Monitor™ Report](#). Spring 2010.