

Abiogen Pharma selects IQVIA Remote Detailing to maintain individualized engagements with customers

Italian pharmaceutical company selects IQVIA Technologies application to enhance outreach effectiveness and improve sales productivity.

Challenge

Abiogen Pharma is a well-established pharmaceutical company headquartered just outside of Pisa, Italy, that develops and markets medical solutions in primary care and rare diseases across international markets. They have a proud heritage of delivering therapeutic solutions to global customers that can be traced back over one hundred years. Abiogen Pharma offers an extensive product portfolio and has historically built strong customer relationships using more traditional channels.



Abiogen accelerated deployment to engage remotely with customers and maintain business continuity



With the advent of COVID-19, Abiogen's main priority was ensuring the safety and well-being of its employees and customers. To protect everyone involved, they needed technology that would allow their commercial teams to continue interacting with HCPs while further restrictions continued to take hold. Abiogen Pharma also sought a dynamic tool they could continue to use long-term in supporting future growth plans.

Solution

Abiogen's leadership team took an extremely proactive and immersive approach by training their reps and staff themselves to expedite the delivery process. Because the Remote Detailing application is so intuitive and their reps already had familiarity from using OCE Sales, reps only required an average of 1.5 hours of product training. This allowed the IQVIA delivery team to rapidly deploy the application and the account was up and running in a week's time.

Results

By accelerating training and delivery, Abiogen Pharma proactively deployed IQVIA Remote Detailing in one week, quickly overcoming growing global restrictions that may have otherwise threatened business continuity.

Abiogen Pharma's sales representatives were quick to adopt this remote interaction channel and promptly began exceeding a combined average of over 500 remote calls per day. Sessions last approximately 10-20 minutes in duration and focused on knowledge transfer, which respects the HCPs' busier-than-ever calendars. Due to a more interactional and interpersonal contact encouraged by a variety of tools, the format has translated to increased user adoption with both users and participants.

This new channel also addressed a major client concern to protect employees and ensure customer safety by successfully allowing the reps to conduct business remotely. This enabled Abiogen Pharma's employees to continue working during the pandemic, despite not having direct access to HCPs. Once deployed, field reps immediately utilized this patented technology *without interruption* and continued to efficiently interact with HCPs remotely by delivering personalized virtual engagements to their customers.



Abiogen was able to give HCPs the convenience of connecting on any browser and on any device, including smart phones and tablets.