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## Data-mining efforts expand

MTI isn't the only local company that mines its database to support pharmaceutical company sales and marketing efforts.

TargetRx in Horsham, which raised \$15 million from venture capitalists earlier this year, collects and analyzes data from physicians to determine why doctors choose the products they prescribe.

Michael J. Luby, the company's president, said TargetRx collects "attitudinal" information from doctors covering everything from their opinions on meetings with pharmaceutical company sales reps to their thoughts on the unmet needs in their specialty areas.

"A big theme that we are seeing right now is everybody is scrambling to see if they can live with fewer reps," Luby said.

During the past year, he said, the company has landed a lot of assignments helping pharmaceutical companies unify the efforts of sales and marketing departments.

Luby said the two departments are often pitted against each other, with marketing staff criticizing sales reps for not using the promotional materials they develop and sales reps complaining the materials are not effective "out in the real world."

TargetRx, working with a pharmaceu-

tical company, was able to determine that visual aids used in sales calls for behavioral health drug were not addressing a key area of interest by the physicians: the product's side-effect profile. The marketing materials were updated during the course of the year, which helped the product's market share grow by 32 percent.

Another local company, ImpactRx of Mount Laurel, N.J., which tracks and evaluates the impact of pharmaceutical promotions on the prescribing behavior of physicians, launched a new product last month called SampleLink.

SampleLink is designed to allow drug developers to measure the impact of providing product samples at physicians' offices.

"Pharma's ability to measure and track effectiveness of samples has been hampered by the almost total lack of sample data and easy to use analytical tools," said Nancy Lurker, the president and CEO of ImpactRx. "As managed care and Medicare formularies become tighter, and pharma profitability challenges increase, it will be critical to understand how samples impact brand return on investment" for drug companies.



Lurker



JOHN GEORGE | BUSINESS JOURNAL

Michael J. Luby, of TargetRx, helping bring sales and marketing staffs together.

— John George