

TargetRx: Do your rep details translate to greater market share?

By: Alexandra Wilson

TargetRx has "cracked the code" to what sales reps should be doing to increase physician prescribing, CEO Mike Luby tells ePharm5. Luby says there is a "huge gap in the marketplace" for measuring how well reps get doctors to prescribe. The company's 2005 Pharmaceutical Sales Force Quality Analysis goes beyond which reps are the most popular with doctors or which company has the most reps, Luby says. Instead, it uses six sales force quality drivers, such as a rep's ability to help doctors identify appropriate patients for a therapy, to measure whether rep details translate into increased market share. According to TargetRx's quality analysis, Abbott Labs is ranked number one with primary care physicians and Genentech is ranked number one with specialists.