

## CASE STUDY: Transitioning HCP Engagement with QBlast™ and QPharmaRx™

### Background:

A Top 20 pharmaceutical company decided to eliminate its entire salesforce, impacting how they interacted with their healthcare providers (HCPs). The company needed to communicate this change effectively to their target HCPs and provide them with an alternative way to request samples, literature, and other promotional items through the QPharmaRx HCP portal.

### Challenge:

- **Salesforce Elimination:** The client needed to effectively communicate with over 60,000 HCPs after eliminating their entire salesforce.
- **Resource Access:** Ensuring HCPs could quickly access samples, literature, and promotional items without sales rep assistance.
- **Seamless Transition:** The communication strategy had to be clear, timely, and ongoing to prevent disruptions in HCP engagement.
- **Ongoing Support:** Maintaining continued communication and support post-salesforce discontinuation to keep HCPs engaged.

**The client required a strategic communication process to transition HCPs from relying on sales reps to using the QPharmaRx portal.**

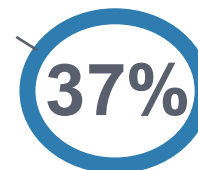
### QPharma's Solution:

QPharma implemented a communication strategy using QBlast to inform HCPs of the salesforce transition. Emails included a QR code for easy portal registration. QPharma identified and targeted HCPs previously sampled, provided a list of HCPs without email addresses, and incorporated a regular mail strategy for those contacts. The entire process, including reminders and follow-ups, was managed to ensure a smooth transition during and after the salesforce elimination.

### Titanium® Results:

The program was operational within three weeks, thanks to fast-tracked LMR approvals and QPharma's rapid deployment capabilities and with regular follow-up campaigns, it ensured continued communication and support, maintaining strong relationships with HCPs post-salesforce elimination.

% of registered HCPs requested recurring orders



% of new target HCPs registered on portal

