

CASE STUDY

SK&A Helps European Company Identify Physicians and Pharmacies for U.S. Product Launch

Company

Bio-Norica, San Clemente, CA

Industry

Biotechnology

Challenge

Bio-Norica is one of Germany's leading manufacturers of plant-based pharmaceuticals. Its newest product, Sinupret, an herbal product sold in 38 countries, is the number one prescribed natural drug in Germany. It is used to treat the common cold and sinusitis. Recently launched in the United States, the company needed to build contacts and develop its brand. It focused its detailing efforts on physicians. Bio-Norica wanted the physicians to bring the product into their practice and dispense it to patients, since no prescription was needed due to the herbal classification. However, this strategy was not always accepted, according to Scott Bukow, president of Bio-Norica's U.S. division. Some physicians would dispense the product, but others wanted Bio-Norica to focus on pharmacies.

Solution

To launch in the U.S., Bio-Norica needed a contact database of office-based physicians as well as pharmacies. The company had no previous sales database asset. An online search brought Bio-Norica to SK&A, where account manager Steve Burge recommended Live Access. With more than 2 million provider contacts, Live Access is an online lookup program perfect for pharma detailers. After a trial period, Bio-Norica purchased an unlimited use license for California and Arizona data.

Results

Using the data from Live Access, Bio-Norica is able to plan their physician detailing efforts. They use criteria such as "size of practice," "number of patients," "specialties," and "location," all of which narrow their searches. Moreover, Bio-Norica uses the pharmacy lookup to locate pharmacies in the areas surrounding physician offices. The mapping feature, which provides driving directions to sites, was found to be quite helpful for Bio-Norica reps on the road. "The mapping option allows the reps to manage their time and territory more efficiently," Bukow said. Bio-Norica's six sales reps have become proficient with Live Access.

"SK&A definitely stepped up and took care of us, and we are very appreciative. We would absolutely recommend their services."

Scott Bukow, Bio-Norica