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◆ 2007, HCPro, Inc.

Survey reveals physicians' preferences for sales rep visits

One-quarter of office-based physicians require pharma or device sales reps to make an appointment in order to see a physician, and the larger the practice, the more likely an appointment is required. That's according to SK&A Information Services' U.S. Physician Access study, a telephone survey of 230,000 medical practices representing 640,000 doctors. Physicians working in group practices that are owned by health systems or hospitals are less likely to see sales reps and more likely to require appointments than those who work in independently owned practices. The six-month study also found that 17% of physicians refuse to see reps at any time, 4% will visit with reps only on specific days, and 3% have restricted their access to specific times of day. However, 76% of physicians surveyed will take visits from reps at any time of day or any day of the week.
