

SALES FORCE

Doctor No-See

Who wants to talk to sales reps

SK&A Information Services recently wrapped up its study of how much access pharmaceutical sales reps have to physicians, and the survey says that neuroradiology specialists, with a 92.23 percent rejection rate, are the least likely docs to give reps face time. Pathologists (91.43 percent) and diagnostic radiology specialists (90 percent) came in sec-

Who Sees Reps and Who Won't

A new survey ranks specialties by the percentage of docs who refuse to talk to pharma reps. The worst: neuroradiologists

Least Welcoming Specialties	%	Most Welcoming Specialties	%
Neuroradiology Specialists	92.23	Allergists/Immunologists	5.87
Pathologists	91.43	Dermatologists	9.12
Diagnostic Radiologists	90.05	Gastroenterologists	9.13

SOURCE: SK&A Information Services

ond and third, respectively.

On the other end of the spectrum, allergists/immunologists said they would be least likely to reject a sales rep, at a rate of only 5.87 percent. This is likely due to the large amount of allergy drugs doctors need to sort through in order to

determine what to prescribe to patients. Dermatologists and gastroenterologists were also relatively welcoming to reps.

The survey also found that physician access and appointment policies are largely influenced by the ownership, size, and loca-

tion of the physician's practice. 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 are working in independently owned practices. **PE**

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Intelligence

Access denied?

A survey of physicians finds that many are placing hurdles in front of reps

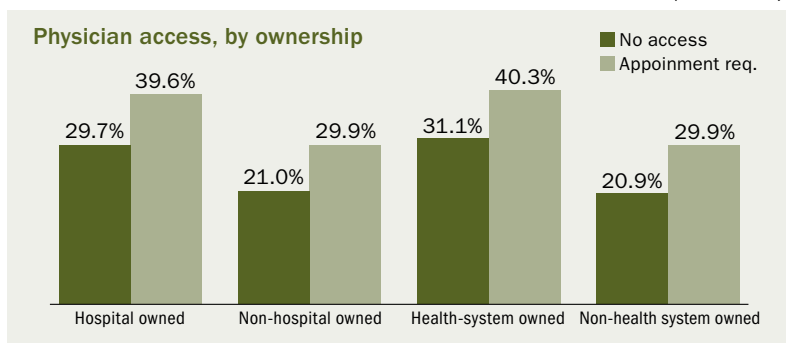
In the July Access Report, *Pharmaceutical Representative* reported that reps were finding it increasingly difficult to get access to doctors. In this case, at least, the perceptions appear to match reality. According to results compiled by **SK&A Information Services**, reps were spot on.

For the survey, SK&A contacted more than 640,000 physicians in 230,000 practice settings by phone between October 2007 and June 2008. According to the survey, 17% of physicians reported that they will not see a rep at any

time or on any day, while 7% reported restricting either the day of the week or the time of the day and 76% reported having no restrictions at all (see below). "The survey confirms a general suspicion that physician time is becoming limited," says Dave Escalante, president and COO of SK&A.

According to Escalante, the survey will be replicated in the fall, and the company will be able to use the original baseline to chart changes in physician attitudes toward sales reps.

(continued)



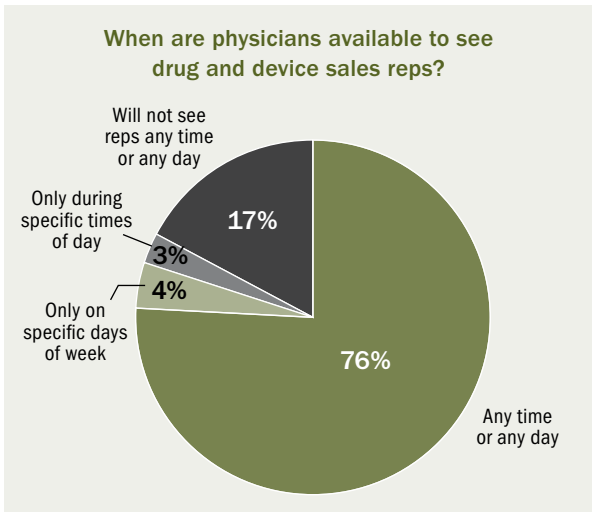
SOURCE: SK&A Information Services

As might be expected, some specialties were far more likely to restrict access than others. More than nine out of 10 neuroradiologists, pathologists and diagnostic radiologists refused to see reps while, in contrast, fewer than 10% of allergists, dermatologists, gastroenterologists, cardiovascular disease specialists and gynecologists restricted access.

More surprisingly, the data also revealed significant regional variations. In the West, 28% of physicians did not allow access to reps, compared to only 19% in the South.

Similarly, close to one third of the physicians in Minnesota, Montana and Washington refused to see reps, while those in Mississippi, Kentucky and Louisiana were the least likely to restrict access.

This finding was not expected, Escalante notes. "What surprised me the most was the influence of other things besides just the doctor's preferences. Size of the practice, its health system affiliation, where the office is located among other influences, all have an impact on access," he explains.



SOURCE: SK&A Information Services

Physicians refusing to see sales reps, by specialty

Specialties most likely to refuse access	
Neuroradiology specialist	92.2%
Pathologist	91.4%
Diagnostic radiology	90.1%
Specialties least likely to refuse access	
Allergist/Immunologist	5.9%
Dermatologist	9.1%
Gastroenterologist	9.1%

SOURCE: SK&A Information Services

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