Getting the most out of your promotional efforts requires precision: targeting the right doctor, with the right channel and with the right message. However, traditional methods for targeting often come up short. Volume-based methods only tell you what the doctor did, not what motivated him or her to prescribe. Survey-based methods can identify what motivates doctors in your research sample, but are impractical for identifying and classifying physician targets in the field. To optimize performance, you need precise insight into the drivers of prescribing for every physician in your market and on your brand. That is why we created TargetAdvantage™.

**TargetAdvantage™** is the next generation in physician-level data

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**Physician-Based Activity**
- **Who wrote the scripts**
  
  As provided by IMS and NDC, revealed who was doing the writing and formed the basis for sales call plans

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**Physician-Based Activity**
- **Where scripts were filled**

  But “traveling scripts” made these data far from actionable

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**Patient-Based Activity**
- **Who used the product**

  Informed DTC marketing – and introduced UB-92 and J-code into the lexicon

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**TargetAdvantage™**
- **Physician-Level Drivers of Prescribing**
- **Why doctors write**

  Adds context to behavior by identifying motivations behind treatment decisions
Target the right physicians, within the right channel, and with the right message

**Precise Targeting**

- Optimize your resource allocation and call-plan effectiveness by identifying opportunities to both increase reach to new high-potential physicians and reduce promotional activity to doctors who will maintain prescribing at lower call frequencies
- Optimize your sales channel mix, including personal and non-personal promotion
- Optimize your promotional activities by identifying the physicians who will be most receptive to your brand’s unique strengths

**Precise Targeting**

- Maximize promotional effectiveness by revealing the vital talking points (including those to avoid) for each doctor on your plan
- Enhance rep-physician relationships by ensuring that the issues that matter most to physicians are discussed
- Increase the effectiveness of messaging efforts by communicating through the channel most appropriate for each doctor

**About Symphony Health Solutions**

Symphony Health Solutions enables the growth of our clients and transformation of the healthcare ecosystem by providing best-in-class information, analytics and technology solutions with actionable insights for maximum impact. Comprised of AlphaDetail, ImpactRx, and Source Healthcare Analytics, the company connects and integrates a broad set of primary and secondary health research, analytics and consulting expertise to deliver high-value knowledge products that help our clients leverage the rich data available to transform their businesses. For more information, visit: www.symphonyhealth.com.

**Maximize the performance of your brand. Contact us today, and we’ll show you how.**

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