



## Visualize multichannel activity and keep the goal in

Virtually all pharmaceutical companies have embraced a multi-channel approach. Many have provided their sales reps with new technology to facilitate webinars, personalized emails, conference management, digital content and all the other tools of effective multi-channel marketing. And yet the results are underwhelming. Many sales reps still follow a business as usual approach, focusing on face-to-face meetings, phone calls or whatever they are most comfortable with.

### HIGHLIGHTS

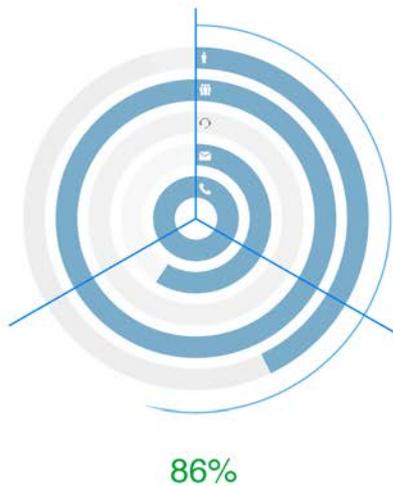
- Targets per sales rep, channel, and HCP
- Visual overview and dashboard
- Track up to 10 channels
- View progress per sales rep, region, division or company
- Optimized for mobile devices
- Facilitates coaching





*“It’s like a fitness tracker for pharmaceutical sales reps.”*

Nico Breidenbach, Pharma Innovator



	YTD	YTD Planned	%
Visit	2	3,8	53
Event contact	1	0,5	185
Webinar	0	0,3	0
Mail	1	1,6	62
Phone	4	1,1	369

P1



Visit	3	2,2	138
Event contact	2	0,3	738
Webinar	0	-	0
Mail	1	1,1	92
Phone	0	0,5	0

P2



Visit	1	1,1	92
Event contact	0	0,3	0
Webinar	0	-	-
Mail	0	0,3	0
Phone	0	0,0	0

P3



Visit	1	0,3	369
Event contact	0	0,3	0
Webinar	0	-	-
Mail	0	-	-
Phone	0	-	-

What’s missing are quantitative and clear, visual multi-channel goals broken down by sales rep, by category of HCP and even at the level of the individual doctor. That’s where ysura’s **Activity Planner** fits in.

### Convert organizational goals into micro-goals

After the organization has established an overall multi-channel strategy, one of the next steps is to convert the high-level goals into simple and specific annual goals. Here is one example:

#### Priority One HCP

6 face-to-face visits, 3 phone calls, 4 emails

#### Priority Two HCP

3 face-to-face visits, 4 phone calls, 6 emails

#### Priority Three HCP

1 phone calls, 8 emails

Once defined, these goals can be adjusted for specific HCPs or sales reps.

Now a quick glance at the activity planner reveals exactly how close the sales rep is towards achieving the annual goals. A complete solid circle signifies, for example, that the annual webinar goal is complete. Comparing the solid arcs with the thin outer arc shows how the progress compares to the expected year-to-date progress.

Just as with any fitness tracker, The satisfaction of seeing the progress bars complete the circle may be enough to inspire the sales rep to go that extra mile.

ysura designs and develops innovative solutions to mobilize, optimize, and modernize pharmaceutical sales and marketing. Thousands of pharmaceutical sales and marketing professionals rely on ysura daily.