



E-Detailing

<https://ffreporting.sarjen.com/>

The Impact of EDetailing And How It Affect Its Users

eDetailing has become an effective communication channel for companies looking to reach out to physicians to educate them about the benefits and capabilities of their products. In recent years, looking for avenues to reduce cost and increase productivity of their traditional traveling sales force, medical and pharmaceutical companies have been drastically increasing their investment in eDetailing over traditional print collateral.

The Impact of EDetailing And How It Affect Its Users

As a way to maintain a competitive advantage, companies are shifting their focus towards mobile platform as the ideal solution to enhance their traditional detailing efforts.

Innovative and comprehensive mobile eDetailing presentations can allow your medical representatives to get the root of the conversation and provide the exact content that their physicians are looking to learn.

eDetailing is equipping the MR to answer variety of queries through handy information capsules.

Though eDetailing is emerging as an important innovation in the field of product detailing which benefited medical reps, physicians and pharma marketers in different ways as mentioned below.

Benefits of E-Detailing

For physicians:

Faster, accurate and more impressive presentations

Increased brand awareness

Interactive & multimedia content

Self-guided e-detailing, when the doctor is available

Focus on specific areas of interest

Constructive conversations and information exchange with colleagues

For medical representatives:

Efficient time management

Customized, targeted and more effective presentations

Easier follow-up and leads

Centralized app solution that improves work-flow and reporting

Reduced transportations

Automated procedures

For companies:

Measurable results, statistics and reports

Field data for CRM

Reduce or even completely eliminate the need for printed material

Full control of promotional material and presentations

Zero-time delivery of promotional material and presentations

Can be applied at any stage of product's life cycle

Reduced promotional costs at all levels

eDetailing is the finest solution for pharmaceutical companies to effectively manage marketing strategies and redeploy promotional material with zero-cost in zero-time.

For more details or DEMO please write us at sarjen@sarjen.com

<https://ffreporting.sarjen.com/>