

A New Level of Analysis Abstract

Back in the early 1990's, prescribing information was gathered at the pharmacy outlet level and the pharmaceutical market analyst's nightmare was traveling scripts. The data were captured where the script was filled as opposed to where the prescription was written. So, if Dr. John Smith, who is based in Chicago, writes a script for a patient who fills the script in New York, sales rep Jane Doe, who calls on Dr. John Smith, gets no credit. In short, that muddies the link between promotion and results, puzzling marketers as to what really happened.

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