



Publicis Selling Solutions Group

PRESS RELEASE

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For immediate release

DOCTORS DEMAND MORE VALUE FROM SALES REPRESENTATIVES

New Survey from Sermo-Publicis Selling Solutions Group Urges Pharmaceutical Companies to Provide Sales Forces Aligned to Physicians' Needs: Tells Industry to "Partner," Not "Sell"

LAWRENCEVILLE, N.J. – September 29, 2008 – In today's changing marketplace, pharmaceutical sales representatives need to better understand the medical practices they serve. Moreover, if they want increased "face time" with physicians, they must deliver more targeted, clinical information to meet physicians' needs, reports a new survey conducted by Sermo, an online community exclusively for physicians, and Publicis Selling Solutions Group.

Doctors who responded said they wanted more knowledgeable sales representatives—better educated and professionally trained men and women—and they wanted them armed with clinical studies, an ethical outlook and the willingness to follow-up. A majority of those surveyed also said that they would welcome clinical health educators (who would work with the practice staff to improve patient outcomes) and customer service representatives (who would not sell, but provide samples and patient support materials).

"This survey confirms what we have been hearing," said Rick Keefer, President of Publicis Selling Solutions Group. "The traditional role of the sales representative is changing and physicians are saying they need more from us as an industry. The survey gives us tremendous insight into how we can deliver greater value and spend more quality time with them. Physicians are asking for a major shift in our sales model, so that our representatives can become partners and consultants, offering customized solutions to fit individual practice needs." Publicis Selling Solutions Group,



which is part of the Publicis Healthcare Communications Group, is a leading provider of sales, service and clinical teams for the pharmaceutical and biotech industry.

The goal of the survey, which was conducted on Sermo was to give physicians the opportunity to describe the “ideal” sales representative. Nine out of ten asked for “higher quality” sales representatives. In addition to better education and training, they wanted representatives who know the data and who use clinical studies as part of their discussions. They also asked for representatives with an in-depth knowledge that would go beyond the product, embracing the healthcare industry, the disease state, the competition, and specifics about a physician’s individual practice.

In the communications arena, physicians nationwide want more disease-state websites that are designed specifically for healthcare professionals. And while some pharmaceutical companies have cut back on industry-sponsored continuing medical education (CME), the majority of doctors surveyed would like to see more industry-sponsored CME activities.

Called “*What Physicians Want!*,” the survey was completed by 208 practitioners, many of whom added lengthy personal comments. “Don’t bad mouth the competition,” and “Try to remember what you discussed on your last call,” were among the comments recorded. Specialists in internal medicine made up the largest group of respondents (20 percent). Other practitioners included family medicine (15 percent), psychiatry (10 percent), pediatrics (9 percent), emergency medicine (6 percent) and neurology (4 percent).

A White Paper on the survey results—*What Physicians Want!*—can be downloaded at www.psellingsolutions.com/sermo

For more information about Publicis Selling Solutions Group, please contact Susan Johnson at (609) 896-4771 or visit our website at www.psellingsolutions.com

About Publicis Selling Solutions Group

Publicis Selling Solutions Group offers a comprehensive range of sales, service, clinical, and managed markets offerings for pharmaceutical and biotech companies. Through its divisions—which include Publicis Selling Solutions, Publicis Clinical Health Partners, Publicis Managed Markets, Total Learning Concepts, and Publicis Healthcare Recruiting—the organization delivers messages to all touch-points on the healthcare continuum from healthcare professionals and managed markets to patients and caregivers. The group’s range of services includes field sales teams and support services, recruiting, sales training and content development, clinical health



educators, and managed markets account teams. Publicis Selling Solutions Group is a Publicis Healthcare Communications Group company. Website: www.psellingsolutions.com

About Sermo

Sermo is the largest online community exclusively for physicians. On Sermo, physicians exchange knowledge and gain potentially life-saving insights directly from colleagues. Sermo harnesses the power of collective wisdom and enables physicians to discuss new clinical findings, report unusual events, and work together to improve patient care. Through its unique business model, Sermo has created a marketplace that brings value to the knowledge of practicing physicians. By participating, physicians can be reimbursed for their insights by healthcare institutions, financial services firms and government agencies. For more information about Sermo, visit <http://www.sermo.com>

About Publicis Healthcare Communications Group

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: www.publicishealthcare.com

Publicis Groupe (Euronext Paris: FR0000130577) is the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals. The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: www.publicisgroupe.com

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