

Background

Primary sales training at Daiichi Sankyo, Inc. consists of an intense 3 week period, where Sales Representatives learn about key product information, background disease states, and strategic selling points. Historically, National Sales Trainers and District Managers have facilitated all workshops during this training period, without a specific scientific person on board. To address this, the Fellows initiated involvement with the training class beginning in July of 2006, either in person or via e-mail.

Since Medical Affairs participation in facilitating scientific workshops, the National Sales Trainers as well as the Sales Representatives have realized the added value a full-time scientific person would add when assisting with the training process. The specific impact provided by the Medical Affairs Fellows during sales training is assessed here.

Objective

This assessment aims to evaluate the overall contribution of Medical Affairs to both Sales Representatives and National Sales Trainers during the primary sales training process.

Methods

Role of Medical Affairs

There are numerous areas during primary training in which a scientific person may be useful to facilitate scientific workshops. Medical Affairs had significant involvement in areas such as disease state background mat workshops (for atherosclerosis and otitis media/externa) and clinical trial overviews for supported brands. Additionally, clinical questions arising from any sales presentations were fielded by the Medical Affairs Fellows.

Survey

Sales Representatives and National Sales Trainers were asked to provide feedback evaluating the effectiveness of Medical Affairs involvement during primary training classes.

Sales Representatives evaluated their overall training sessions during their primary training classes, including Medical Affairs support.

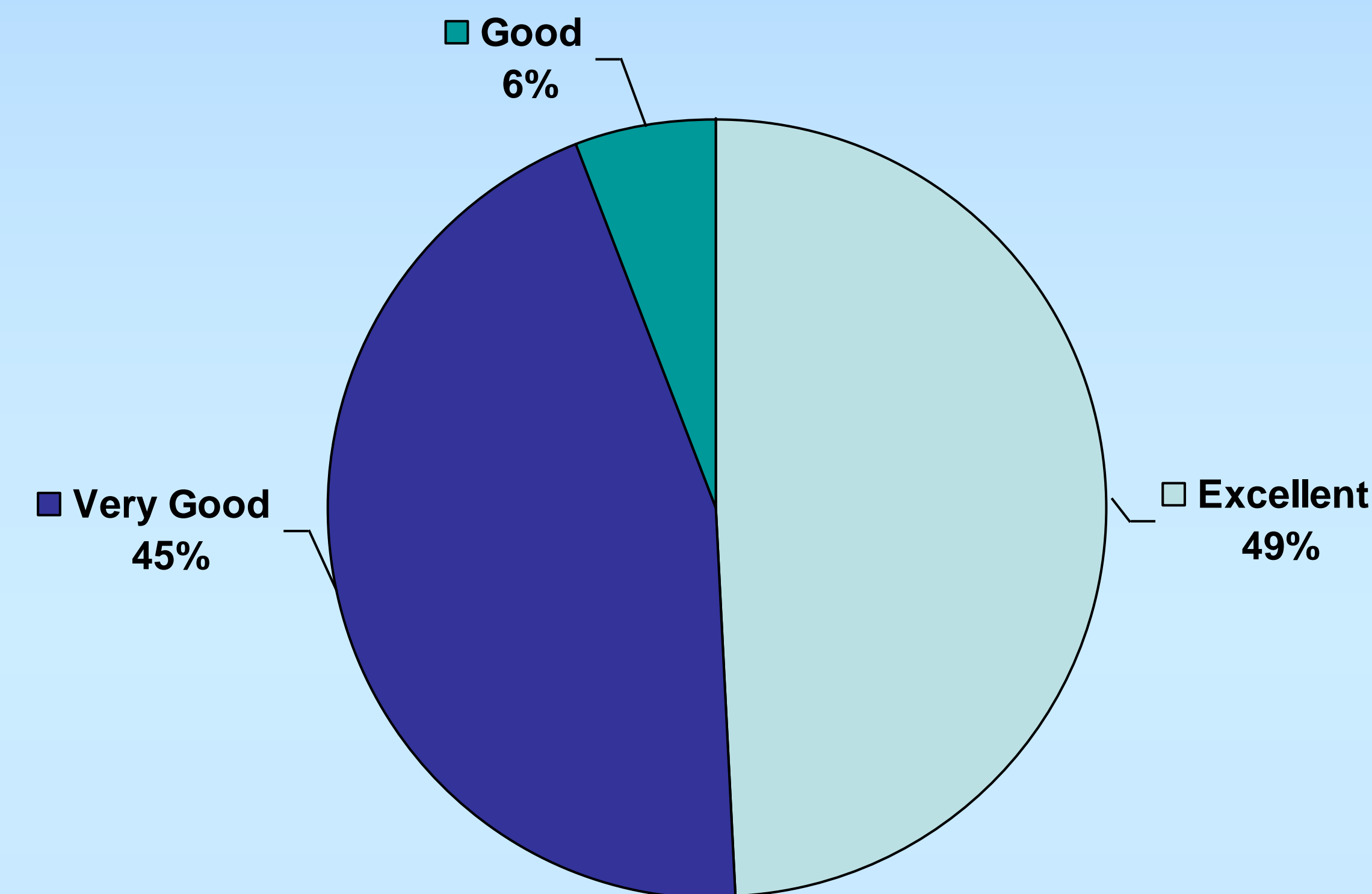
National Sales Trainers were asked to evaluate their satisfaction level (on a scale of 1 through 5, 1 being least satisfied, 5 being most satisfied) in facilitating scientific workshops before and after Medical Affairs support.

Results

Sales Representatives Evaluation after the First Week

A total of 67 responses from Sales Representatives were received, which evaluated different aspects of their primary training experience during their first week, including Medical Affairs support provided by the Fellows.

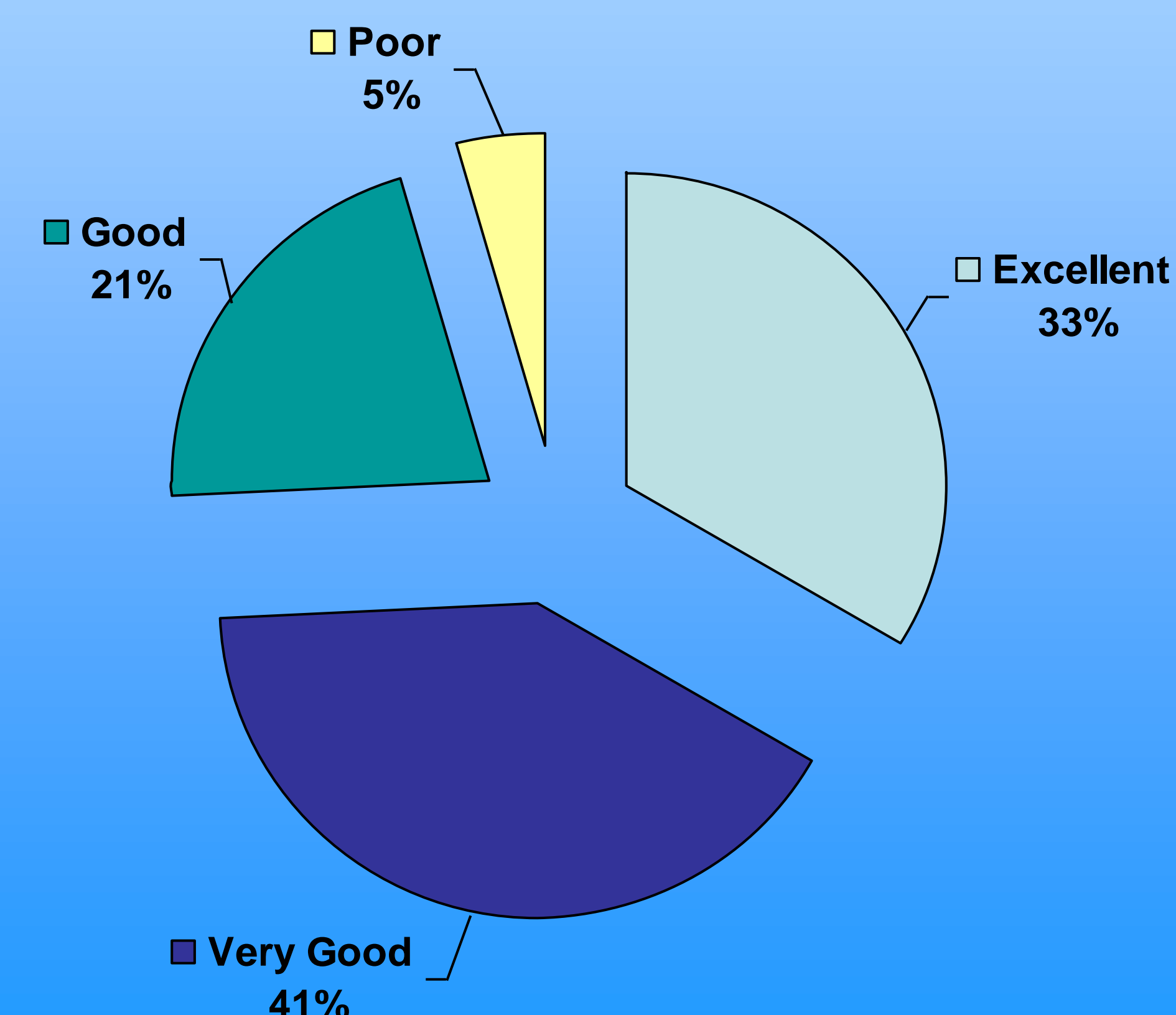
Figure 1: Sales Representatives evaluation of Medical Affairs contributions after week 1



Sales Representatives Final Evaluations

Responses from 66 Sales Representatives were received, which evaluated different aspects of their primary training experience over the course of 3 weeks, including Medical Affairs support provided by the Fellows.

Figure 2: Sales Representatives final evaluation of Medical Affairs contributions at week 3



Results

National Sales Trainers Assessment:

All of the National Sales Trainers (n=5) involved in primary training were asked to assess the impact of Medical Affairs involvement during sales training.

Satisfaction level with the conduction of scientific portions of sales training workshops was assessed *before* and *after* Medical Affairs support, as seen by the results of Figure 3 and Figure 4, respectively.

Figure 3: National Sales Trainers satisfaction with conduction of sales training BEFORE Medical Affairs involvement

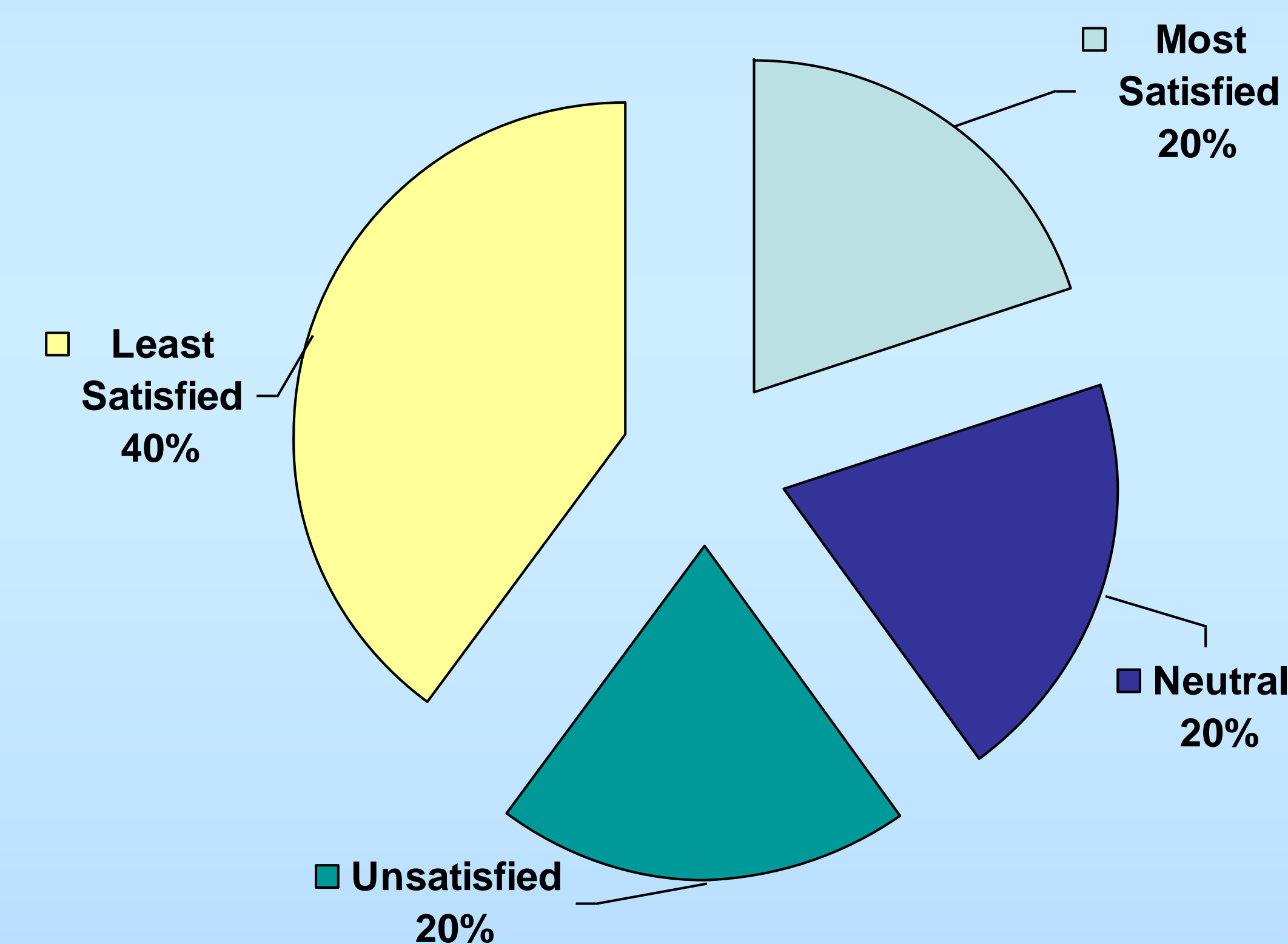
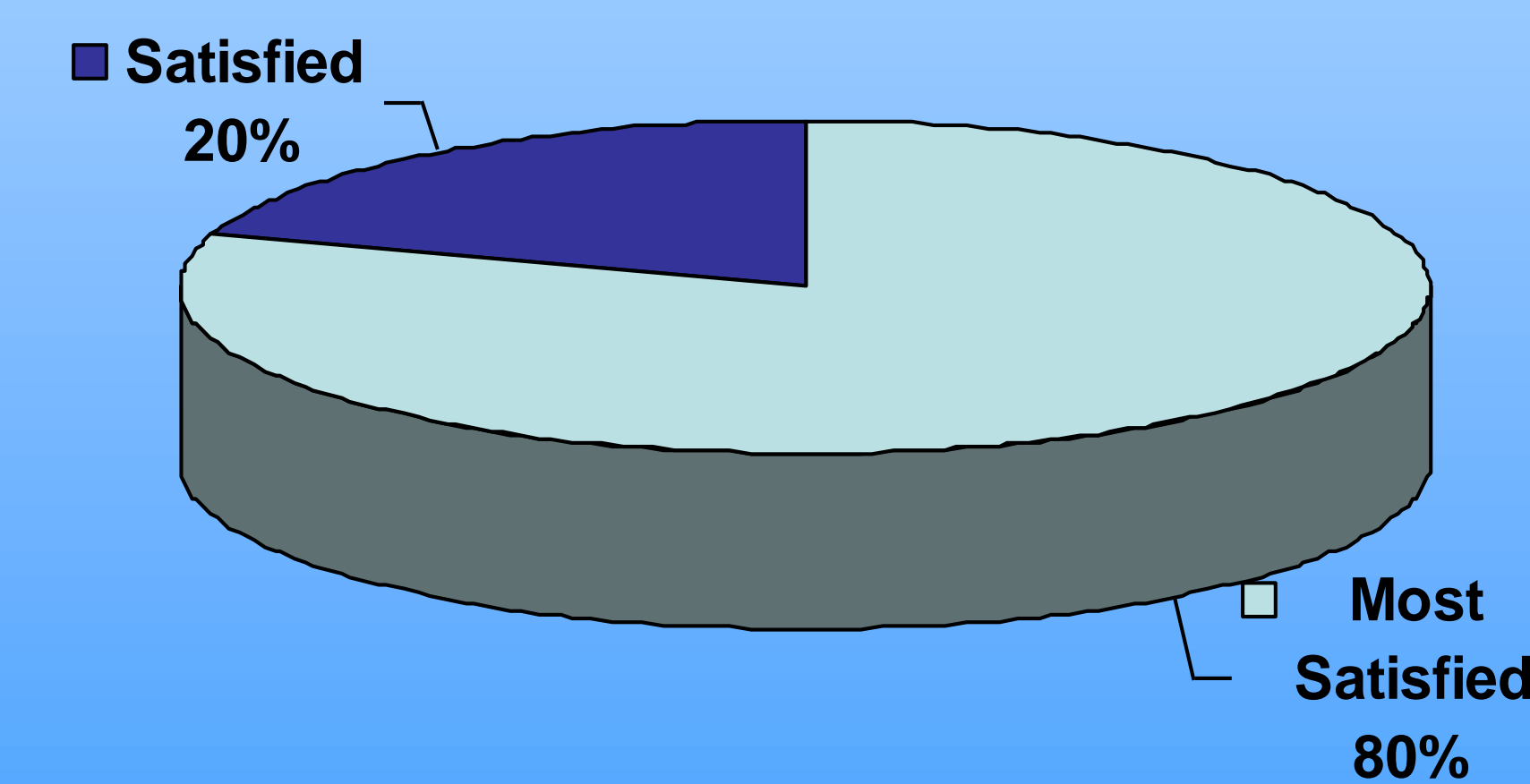


Figure 4: National Sales Trainers satisfaction with conduction of sales training AFTER Medical Affairs involvement



80% of the National Sales Trainers were *Most Satisfied* with the addition of Medical Affairs to the overall sales training process, and 20% felt *Satisfied*.

Results

Medical Affairs support was viewed as at least *Good* by 100% of Sales Representatives after the first week of training (n=67), and by 95% at the final evaluations (n=66).

All of the National Sales Trainers surveyed viewed the contributions by Medical Affairs to be *Valuable* or *Most Valuable* in assisting with the sales training workshops.

100% of the National Sales Trainers feel that their comfort level in leading scientific portions of sales training workshops will greatly increase with continued Medical Affairs involvement as the product portfolio of Daiichi Sankyo continues to expand.

Discussion

This survey explored how the recent active involvement of Medical Affairs is perceived from both Sales Representatives and National Sales Trainers. These results demonstrate that Medical Affairs can provide a valuable service from both the home office in assisting National Sales Trainers, and as an active participant during the primary sales training classes.

Since July 2006, Medical Affairs has been involved in the primary sales training of approximately 250 Sales Representatives. This assessment only includes surveys completed by 67 Sales Representatives, due to the fact that Medical Affairs was not listed in all primary sales training evaluations between July 2006 and February 2007. Future evaluations will incorporate all departments involved in the sales training process.

Conclusions

There is consistency between both Sales Representatives and National Sales Trainers that Medical Affairs can play a key role in Sales Training.

National Sales Trainers recognize the value of Medical Affairs support from the home office in preparing therapeutic lectures for the Sales Representatives.

As the product portfolio of Daiichi Sankyo expands, increased support from Medical Affairs can assist the National Sales Trainers in disease-state knowledge and strengthen the overall sales training workshops.