

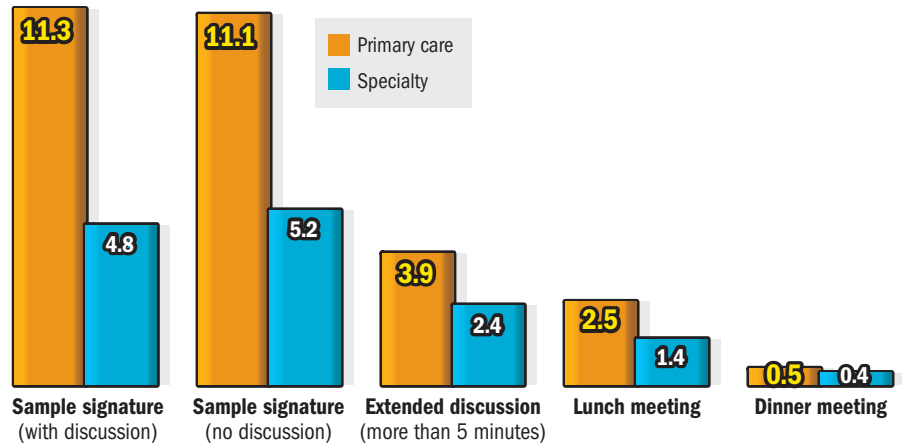
by Rayna Herman and Ashley Mahoney

## Figures 1-3

Figure 1

### Rep interactions

Physicians' average number of interactions with representatives per week

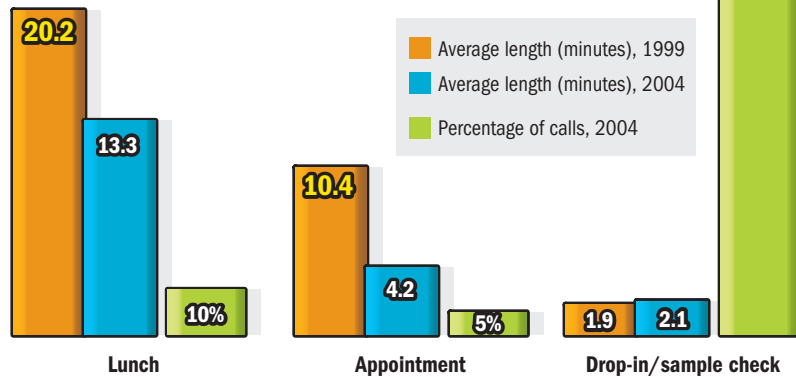


Source: Health Strategies Group

Figure 2

### Short and sweet

Length of detail by type of visit (physician-reported)

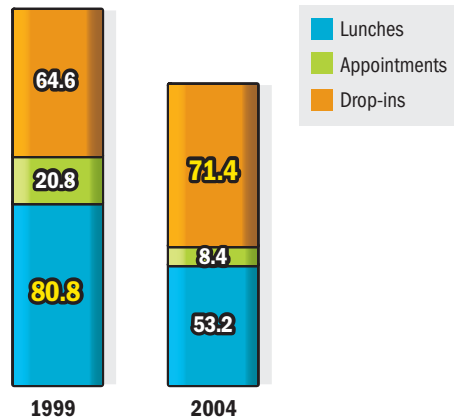


Source: Health Strategies Group

Figure 3

### Lost time

Number of minutes per week spent discussing products



Source: Health Strategies Group

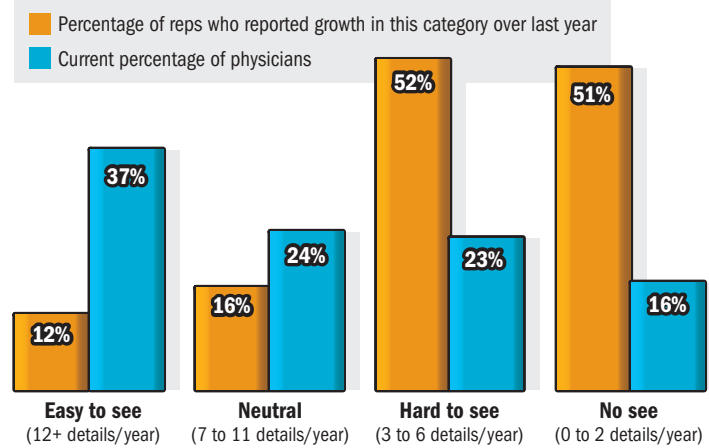
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## Figures 4-6

Figure 4

### More no-see doctors

Fifty-one percent of reps say the number of no-see physicians increased over the last year.



Source: Health Strategies Group

Figure 5

### Rep challenges

Reps say time with physicians is growing shorter.



Source: Health Strategies Group

Figure 6

### What docs want

What value do physicians receive from their interactions with sales reps?



Source: Health Strategies Group

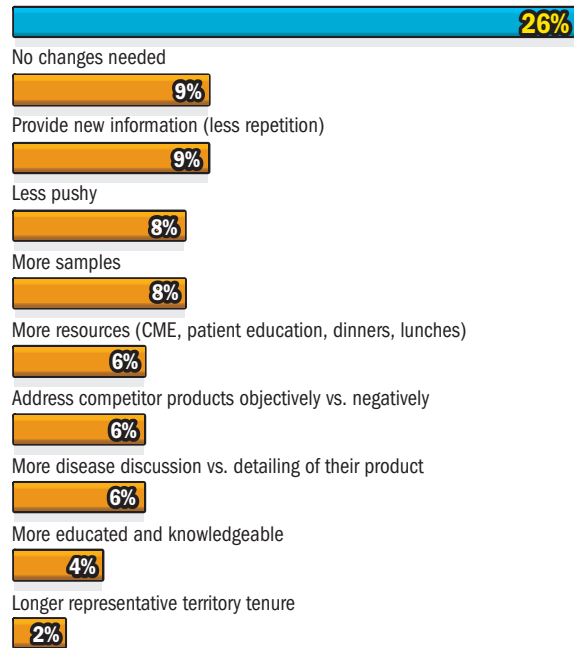
## Figures 7-8

Figure 7

### Making changes

If physicians could change one thing about the sales representatives who call on them, what would it be?\*

#### Respectful of time constraints (brief, well-timed visits)



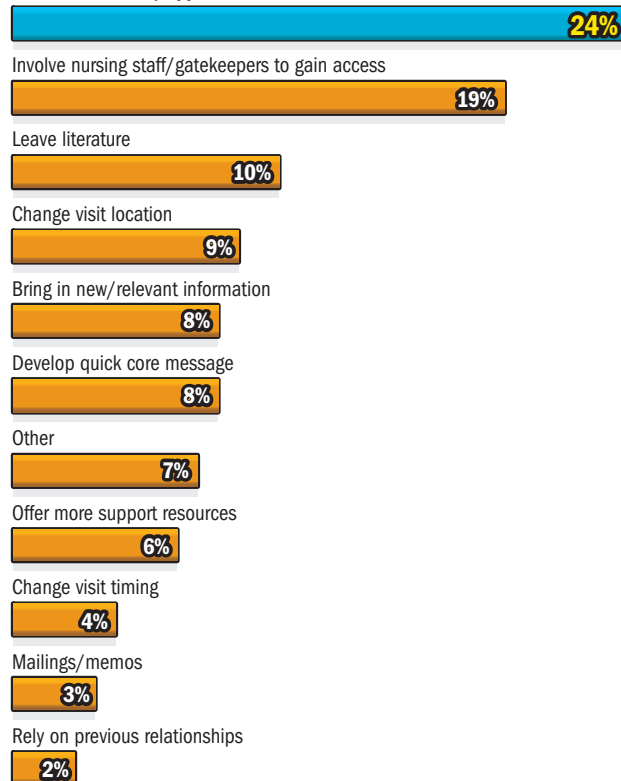
\* Numbers have been rounded  
Source: Health Strategies Group

Figure 8

### How reps respond

How have you changed your approach to calling on physicians in response to decreased access?\*

#### Schedule lunches/appointments



\* Numbers have been rounded