

Sales reps say PhRMA rules hurt them

MOST PHARMACEUTICAL sales reps believe PhRMA's Code on Interactions with Healthcare Professionals is negatively impacting their jobs, according to a recent study by market research firm G&S.

An overwhelming 93% of respondents said the guidelines are further limiting access and time with physicians and/or staff and making program recruitment more difficult.

The findings are part of G&S's Rep Review 2005, an independent study designed to capture real-world information about the healthcare marketplace from sales reps.

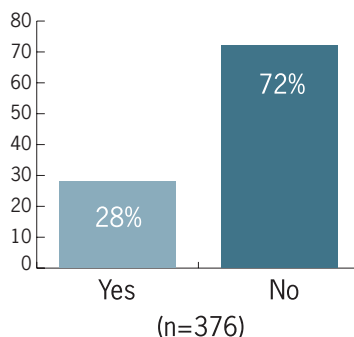
"What a sales rep will say to his or her employer and what he or she will confide to an outside, independent source are very different," said Melissa Spaulding, G&S Research VP, client management, in a statement.

Other key findings included:

- Of the 72% of respondent reps

Detail dilemma

Do you currently get enough time to adequately detail physicians?



Source: G&S Research

who reported that they do not get enough time with physicians, more than two-thirds of reps cited "too many competitor representatives taking up physicians' time" as the most significant reason.

- Reps want more training in dis-

ease states and less on pharmaceutical marketplace issues.

- Significantly more reps reported in 2005 (90%) that physicians discuss and/or use point-of-care reference tools than they did in 2003 (52%).

- An increasing number of reps (up 17% from 2003) believe that DTC advertising is influencing their jobs, and most indicated that the effect is positive.

- When reps were asked what company they have the greatest respect for, GlaxoSmithKline was named most, followed by Johnson & Johnson, which came in a close second. Genentech, the third-most-respected firm, improved most over the past two years.

- Sales reps believe that public opinion of drug manufacturers declined in the past year, and most identified media exposure as the culprit.

—Stephen McGuire



G & S RESEARCH, INC.