



DetailMed™

The Only Continuous, Consistent Measure of Call and Message Effectiveness across Countries, Competitors, Categories and Brands

With DetailMed™, you have consistent metrics for evaluating call quality across countries, competitors, categories, brands and time—down to individual sales regions. You get the continuous insights—collected and delivered at Internet speed—to:

- **Measure the quality of individual sales visits.**
Know whether your rep behaved professionally and delivered your message effectively.
- **Track physicians' responses to your details.**
Know if doctors are hearing your messages correctly—and where you need to protect against harmful “unintended” messages.
- **Monitor competitive activity.**
Know your share of details... your call impact vs. competitors across key performance indicators (KPIs) and national norms... the messages that differentiate your brand... and the relative impact of each competitor.
- **Assess detail impact.**
Know how well your messages are convincing doctors and impacting prescribing intent.
- **Determine where reps are “on” or “off” message.**
Know where global, regional and national brand managers need to take action.
- **Understand physicians' Brand Commitment and its effects on their reactions to details.**
Know how best to utilize reps' time and effort to drive results.
- **Take immediate corrective action.**
Know the latest updates from the field close to the actual detail, so you can quickly respond to emerging issues.

Flexibility, Service and Power

DetailMed™ includes the analytical power of iClick—our easy, interactive, online system that delivers updates within three days of fieldwork.

All of its high-value information is delivered through a customized dashboard—in real time to keep you ahead of even volatile markets.



Craft your deliverable to your needs. You choose the geographic levels, report frequency, categories and physicians you want. You even can add proprietary questions and custom analytics. Whatever you select, you can monitor results online, with real-time KPIs, weekly updated PowerPoint decks and rich verbatims.

Plus, to be sure you get the maximum value from your information, a dedicated TNS Healthcare support team meets with you each quarter to discuss your results and recommend actions.

For More Information...

Finally, you have the right measurement tool to drive the right sales results—domestically and around the world.

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