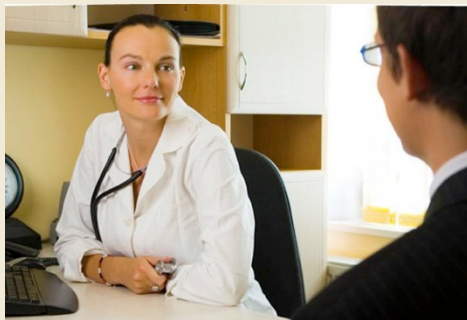


MDCConnect™

See what pharma sales reps and managers are saying about how this breakthrough segmentation system – which classifies top-prescribing primary care and specialty physicians by mindset and motivation – has helped them build stronger relationships with their key physician.

Are you making every physician interaction count?



Do you know what values are driving your customers' prescription decisions and the best ways to reach them?

With MDCConnect™, you'll develop an in-depth understanding of physicians' key values, which will allow you to maximize every interaction with them.

"This is the first time in as many years that I have had such an overwhelmingly positive response from the clients that I deal with. There is no doubt, based on previous experience and current experience implementing the MDCConnect™ strategies, that these will in future pave the way to beneficial and more successful interactions. Any company willing to look seriously at adopting the MDCConnect™ program will virtually guarantee its success, and will accordingly set itself apart from the rest of the pack."

"MDCConnect™ is an excellent tool to help me better connect with my customers. Not only does the program provide insight as to how to better communicate with my customers, the program also helps me understand what is important to my customers by listening for important cues and clues they offer during our interactions."

"I had always tried to find the right way to incorporate the physician's as well as the patient's perspective into my active details. It is with the new tools and skills that I have acquired during my MDCConnect™ training that my daily interactions have a "fresh" feel to them – and I am gaining new insight into some of even my oldest customers that I thought I knew so well! Thank you for helping me redefine my sales skills and abilities, and connect on a new level with my customers."

"MDCConnect™ works very well on the road; it is a chance to know who we are addressing with the objective of creating more solid business relationships!"

"The beauty of the MDCConnect™ training program is that it teaches how to reconnect to the client by learning to develop empathy. This allows us to form tighter relationships and build trust. The MDCConnect™ program focuses and tailors the techniques learned in other sales courses to the highest degree of efficiency by providing a solid base for current and future interactions."

"As an Area Sales Manager, I have seen one of my experienced reps dispute the MDCConnect™ classification on one of his key physicians until we agreed to try approaching the physician in the manner described by Environics. Since we are now approaching the physicians according to his values, our sales have steadily increased with this customer."

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To learn more about how MDCConnect™ can help you make every physician interaction count, please contact:
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