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Case Study #2 Sales Force Effectiveness, from Art to Science

Sales Force Effectiveness (SFE) is a broad concept, ranging from sales force overhauls to targeted improvement initiatives for highest priority segments. Until recently, sales modeling was not feasible for players in the Latin American healthcare sector due to the lack of comprehensive hospital data. The patchwork quilt of information pieced together from field teams is often inconsistent across hospitals and even more so across geographies. Such information is often developed by the sales team, focusing on hospitals where reps have pre-existing relationships and leaving aside hospitals with hidden potential. Adding sales teams to gather market information is an unwanted distraction often met with resistance. Salesmen should be focused on the best opportunities, but how do you identify them properly?

Thankfully, companies can now leverage a robust and user-friendly database comprising 80% of Latin American hospitals to put their SFE into action. The Global Health Intelligence (GHI) Hospital Demographics Database covers 52,000 hospitals with over 2 million unique datapoints for a comparable view within and across Latin America's top markets: Brazil, Mexico, Colombia, Argentina, Peru, Chile, Panama, Guatemala, Costa Rica, Puerto Rico and the Dominican Republic.

Major medical device companies and other healthcare players are arming their SFE programs with GHI's database, allowing them to quantify and improve ROI on sales initiatives. It takes out the guesswork and reduces the information asymmetry from local reps. Clients use the GHI database to feed sales modeling for Latin America, with the following benefits: