



**Publicis Touchpoint Solutions custom-designs each and every field promotional team to meet each client's unique goals and objectives. Touchpoint offers the flexibility to quickly ramp your team size up or down based on your need, budget, and business demands. And advanced analytic tools allow us to track effectiveness and swiftly modify to maintain and maximize success.**

### FIELD SALES TEAMS

Touchpoint's high-performing field sales representatives engage with healthcare professionals to communicate your message and grow your brand effectively. Every team is custom-designed to your profile, culture, and goals. Field sales teams can include traditional primary care and specialty representatives, hospital teams, and credentialed sales specialists (staffed by PharmDs, RNs, PhDs, MDs, and RPHs).

### FIELD CUSTOMER SERVICE TEAMS

Touchpoint's field customer service teams provide an exceptional level of service to healthcare professionals and their staffs. Customer service representatives provide non-sales support, such as patient education materials, starter samples, and information on local managed markets access.

### MANAGED MARKETS ACCOUNT TEAMS

Touchpoint's managed markets account teams are staffed with experts whose sole focus is working in this highly complex arena. In today's new healthcare marketplace, with approximately 90% of all prescriptions covered by third-party payers, managed markets expertise is a necessity for most therapeutic areas. With our robust market strategies, custom plans, and knowledgeable specialists, you will have all the tools necessary to achieve success.

Publicis Touchpoint Solutions designs and implements customized, cross-channel healthcare sales, service, and clinical teams. From in field to inside and from promotional to clinical, Publicis Touchpoint Solutions centers-of-excellence include field sales and service, remote detailing, inside credentialed sales specialists, inside sales and service, clinical health educators, and medical science liaisons.

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