SEFU – Scientific Event Follow Up

The Simple & Effective Way to Assess Scientific Event Impact

PHARMA STATE

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Need for SEFU

- Scientific Events are regularly arranged by Pharma Companies for knowledge enrichment of Doctors for better clinical decision makings.
- The cost of CME/Scientific Events is significant.
- The Pharma Companies want to deliver scientific messages during these Events.
- Post Scientific Event Impact Assessment is rarely done by Pharma Companies.
- SEFU can be used to do the Impact assessment of these CME/Events & data driven decision making can be done.

STEPS for SEFU

- Plan SEFU during the planning of event only.
- There should be a Team meeting (can be done via telecon) to bring clarity on the impact points that company wants to establish with this particular CME.
- The concerned sales persons should be allotted their attending Doctors & the responsibility of SEFU with in scheduled time (for example – with in 2 weeks post-event) lies with this person. Sales person need to go & discuss regarding impact points of Event.
- After SEFU data is collected, there should be a teamwork to analyse the data for impact assessment & need gap
- Further decision making to be done as per data analysis.

Scientific Event Follow Up (SEFU)

- Scientific Event: ABCDRUG Launch meeting (PQR Company sponsored event)
- Venue: Hotel- XYZ, Delhi
- Date: 1st Dec,2018
- Speakers: Dr. Vimlesh Singhpuria & Dr. Standpir Stephan
- Attendees: 250

Impact Points ABCDRUG

- **Impact Points are the Scientific messages that the company wants Doctors to remember from this scientific session.**

1. ABCDRUG is having better bioavailability than other drugs of same class.
2. Side Effect Profile is very good. Only 0.1% patients suffered from mild Insomnia vs 13% with other drugs of same class
3. Pregnant Women can be given with no major impact on fetus.
4. Dosage is once daily in the morning empty stomach with 1 glass of water.

Feedback from Delegates

Impact Points- ABCDRUG	No. of delegates followed up	Impacted	Not Impacted	May be Impacted
1. ABCDRUG is having better bioavailability than other drugs of same class.	10 (100%)	6 (60%)	3 (30%)	1 (10%)
2. Side Effect Profile is very good. Only 0.1% patients suffered from mild Insomnia vs 13% with other drugs of same class	6 (100%)	2 (33%)	1 (16%)	3 (50%)
3. Pregnant Women can be given with no major impact on foetus.	9 (100%)	3 (33%)	2 (22%)	4 (44%)
4. Dosage is once daily in the morning empty stomach with 1 glass of water.	10 (100%)	5 (50%)	5 (50%)	0 (0%)
Total	35 (100%)	16 (45%)	11 (31%)	8 (22%)

Impacted – The Doctor remember the scientific message & also agree with it.
Not Impacted – Doctor does not remember the Scientific message & even if remembers does not agree with it
May be Impacted- Remembers the Scientific Message but not fully Convinced.

Positives of SEFU (a Sales team & Medical team collaboration)

1. Presenting company as science driven organization- Image building

2. Scientific discussions will provide a differentiation to Sales team from other companies.

3. Mix of sales call & scientific discussion is the future: medico-marketing/selling

4. During this activity scientific need of the HCPs can be assessed & fulfilled.

5. Decision making for the future scientific meetings on the basis of data collected.

6. Impact assessment of the format of the events(RTM, EPM, Case Based Discussions, Symposia, Debates, Third party event etc.)

Limitations

- Not able to follow all attending Doctors
- Need to be completed within 2 weeks post event or as early as possible.
- Data Inputs & Analysis can be biased as it is more subjective
- Extensive Training on subject is required for SEFU Doer Sales Personnel. If there is lack of training on subject, proper insights become biased & incomplete.
- Depends on the scientific orientation of company.



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