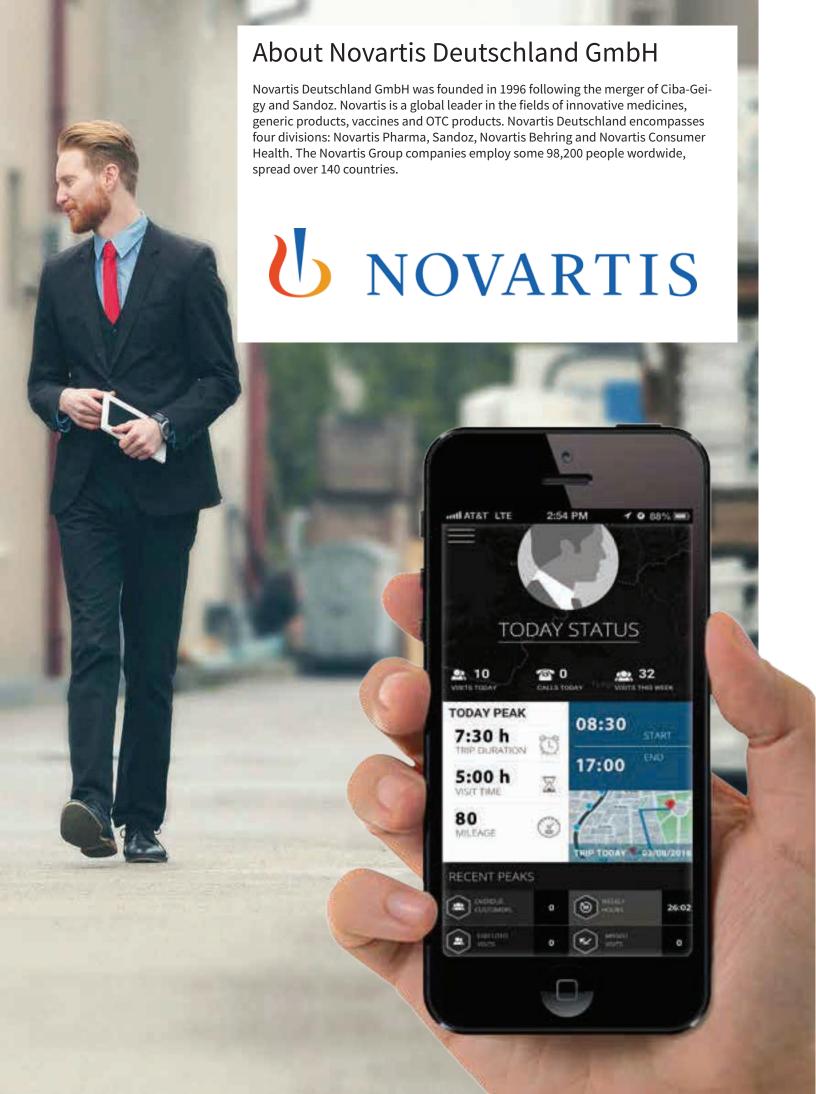




Consulting
Optimal weekly visit areas
Distinction between A and B customers

Changes in the field of pharmaceutical marketing required new sales concepts, so Novartis commissioned PTV AG to re-plan the weekly call districts for its consumer health/OTC pharmaceutical sales force across Germany. It was necessary to create a completely new structure for the districts and the employee trips because, as a result of numerous new regulations, pharmaceutical consultants had to visit chemists more frequently. "The OTC pharmaceutical product sector is of major importance for our industry," explains Harald Spatz, Head of Sales Development at Novartis Consumer Health, which is based in Munich. "The over-thecounter items do not require a prescription and the patient has become a critical consumer in this area. He purchases and pays for many of the medicines himself. The industry has to be present. We have to continually extend our portfolio and adapt to the sales potential." The overall goal and task of PTV AG was to provide consultancy and create optimal weekly call districts. In other words, they needed to draw up a list of when which chemists needed to be called at, so that each Novartis employee could visit his business partner with a minimum driving time and within a fixed interval - and, at the same time, remain flexible for last-minute changes. The flexibility to shift customer call times is a typical requirement of the pharmaceutical industry. For this reason, Novartis and PTV decided against implementing fixed, detailed trip planning. The focus of the project was on creating compact weekly call districts.







Strategic and functional geomanagement
Field service planning
Location planning and regional optimization
Visualisation and analysis of company and market data
Detailed urban planning

PTV GROUP

Haid-und-Neu-Str. 15 76131 Karlsruhe Germany

PTV GROUP

AMERICA LATINA Av. Revolución 1877, Piso 7 Col. Tizapan, 01000 Ciudad de México

VTS Solutions Inc.

AMERICA LATINA
Business Center, Oceania Business Plaza Building,
level 43, Punta Colon Street, Punta Paífica,
Panama City,
Email: info@vtssolution.com
www.vtssolution.com

