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**Founder Quang X. Pham Returns to Lathian to Transform  
Pharmaceutical ePromotion**

***IMS Study Shows Increased Rx and ROI with Lathian eDetailing Solutions***

**Blue Bell, Pa. – October 6, 2008** – At a time when pharmaceutical companies face increasing sales and marketing challenges – from slowing pipelines to abundant regulations to dwindling sales forces under scrutiny – founder Quang X. Pham has rejoined [Lathian Health](#) (formerly known as Lathian Systems) armed with a new corporate strategy, ambitious plans for product development and the unveiling of powerful ROI research.

“Everyone in healthcare is trying to do more with less – and as a result, the time has never been better for ePromotion,” said Pham, president of Lathian Health.

According to Health Strategies Group, nearly 40 percent of physicians are not effectively accessible by visits from pharmaceutical sales reps— a fact that has contributed to a surge in non-personal promotion to physicians. Research conducted by Verispan found that in 2007, virtual details comprised more than 53 percent of ePromotion activities—a 20 percent increase from the previous year.

“There is a greater pressure not just to sell more, but to sell smarter,” said Pham. “ePromotion only helps sales forces reach hard-to-see prescribers, but also ensures pull-through with customizable tools that engage physicians in a two-way dialogue.”

Pham’s new strategy for Lathian products involves a decentralization of ePromotion – giving more control to the local field rep or manager to reach physicians at a time that is most convenient for them, which is sometimes outside of traditional working hours. This approach not only empowers sales forces, but also provides physicians the ability to spend more time with their patients.

***Industry Research Highlights ROI with Lathian ePromotion***

Lathian’s Promotions to Professionals<sup>SM</sup> suite of pharmaceutical marketing services and technology-based sales solutions has proven to reduce sales and marketing costs, while delivering effective promotional messages and increasing ROI. A recent study conducted by IMS Health revealed the results of Lathian’s Virtual Detailing program for Auxilium’s [TESTIM](#)®, a brand of testosterone gel for treatment of hypogonadism (low testosterone). The goal of the program was to educate and increase prescribing among 25,000 targeted physicians.

The study yielded the following results:

- For every \$1 that was invested in the programs, Testim gained \$4.45 in revenue from increased sales;
- During the post-test period, test physicians prescribed (TRx) 38.9 percent more of the brand compared to control physicians;
- Physician penetration increased by a differential of +4.6 share points between the two groups, which was statistically significant, and
- The brand's TRxs increased as physician participation increased, with the maximum increases seen with participants completing all three waves of the Virtual Detailing program.

"We were looking for a channel that would help us not just simply deliver a 'quick hit' to physicians, but one that would be engaging, compelling and have a lasting influence," said David Keats, former TESTIM product manager at Auxilium Pharmaceuticals. "Lathian came to the table with a broad range of ideas and concepts, which quickly demonstrated they understand what works, what doesn't and what is truly a new front for sharing key messages. In all areas—content development, account management, recruitment and reporting—we are quite satisfied."

"Between our products' proven ROI, our growing number of customer successes and our plans for closed-loop promotions, we are in a prime position to fill the current need in the market," said Pham. "We look forward to introducing the next generation of ePromotion solutions that are designed to offer sales reps and marketing teams new ways to reach and fully engage with physicians and healthcare professionals, and increase market share for their brands."

### **About Lathian Health**

Lathian Health ([www.lathian.com](http://www.lathian.com)) is a leading provider of pharmaceutical marketing services and technology-based sales solutions that have enabled hundreds of brand teams to successfully reach and promote products to physicians and healthcare professionals (HCPs). Lathian's interactive marketing programs, known as Virtual Detailing®, enable physicians and HCPs to access pharmaceutical information at their convenience and preference. With a network of more than 75,000 physicians who have completed ePromotion programs, Lathian offers sales solutions that allow brand teams to augment traditional sales force activities, reach more physicians and improve effectiveness. With offices in Blue Bell, PA, Oak Park, IL, and San Juan Capistrano, CA, Lathian Health was founded in 2000 as MyDrugRep.com.