

Capgemini Press Contact:

Glen Nelson

Tel: +1 312 725 0325

E-mail: glen.nelson@capgemini.com**Quantia Press Contact:**

Angela Malerba

The CHT Group

Tel: +1 617 226 7188

E-mail: angela@TheCHTGroup.com**- NEWS ALERT -****New Research from Capgemini Consulting and Quantia Reveals Digital Media is Now the Preferred Source by Physicians for Accessing Information from Pharmaceutical Companies Over Traditional In-Person Sales Representatives**

Study shows role of pharmaceutical representatives must evolve into multi-channel information resources for physicians or risk losing influence as their go-to source

New York, N.Y., and Waltham, Mass., December 5, 2013 – [Capgemini Consulting](#), the global strategy and transformation consulting arm of the Capgemini Group, in collaboration with leading physician relationship management provider [Quantia](#), today announced findings from a new joint study that shows pharmaceutical companies' shrinking access to physicians through traditional sales representatives is putting their in-office engagement strategy in flux. The study of nearly 3,000 primary care physicians and specialists from the QuantiaMD U.S. community, found that 67 percent of physicians now rate digital media as their preferred source for accessing information, compared to just 20 percent who prefer pharmaceutical representatives. This shift is compelling pharmaceutical companies to place more emphasis on their digital strategies to maintain their role as a trusted information resource.

"We are seeing a growing trend towards utilizing digital methods of communication. Increasing usage of a digital communication strategy can help pharmaceutical representatives increase engagement with the physicians they want to reach," said Hala Qanadilo, Principal, Life Sciences, Capgemini Consulting. *"While the more traditional face-to-face, in-office visits might decrease, the role of these representatives is projected to be as important as ever. Moving forward, they will need them to be the directors of multiple information sources, customizing their outreach so it is more personalized and physician-centric."*

The study analyzed how physicians currently interact with pharmaceutical companies and what role pharmaceutical company sales representatives are projected to play in the future. The study's findings show that many physicians (40 percent) believe digital media offers the more relevant and personalized content they seek. As a result, 52 percent of physicians believe the role of the sales representative needs to evolve into a coordinator or director of multichannel information sources to stay on their radar.

Now more than ever, pharmaceutical companies have an opportunity to increase their impact on physicians' decision making by bolstering their digital engagement and leveraging their sales force as part of a robust

integrated multi-channel strategy. The study finds that companies can be successful in these efforts if they can incorporate sales representative feedback with cross-channel data analytics to tailor the appropriate mix of channels and content to each individual physician. Physicians are amenable to utilizing the new digital services that pharmaceutical companies can provide to access information. For example, 85 percent said they would consider using a virtual service to access sales representatives, including outside of standard working hours.

“Physicians today are in a time crunch, juggling more commitments than ever before and no longer have the time to dedicate to in-person meetings with pharmaceutical representatives. So the reliance on more digital channels comes as no surprise,” said Dan Malloy, Senior Vice President, Quantia, Inc. *“This study supports what we’re already seeing from our 200,000 members--that a physician-centric, digital communication model is the most effective way for reaching and engaging doctors.”*

Seventy three percent of physicians said the primary factor for their utilizing a digital channel was due to its ease-of-use and their own limited time and availability. Only 14 percent of physicians are letting more than one pharmaceutical representative come through their office doors every day, making the face-to-face meeting that much more scarce and at the same time, that much more valuable.

About Quantia

Quantia, Inc. is a leader in Physician Relationship Management. We enable meaningful communication between physicians, clinicians and major healthcare organizations. As the creator of QuantiaMD, the largest online physician community, we are experts in physician engagement and alignment. Our web-based and mobile platform uses a blend of social media, game mechanics and engagement science to help clients—organizations such as health systems and life sciences companies—collaborate with physicians to reduce costs, save time and improve quality of care. Learn more about Quantia at www.quantia-inc.com and QuantiaMD at www.quantiamd.com.

About Capgemini Consulting

Capgemini Consulting is the global strategy and transformation consulting organization of the Capgemini Group, specializing in advising and supporting enterprises in significant transformation, from innovative strategy to execution and with an unstinting focus on results. With the new digital economy creating significant disruptions and opportunities, our global team of over 3,600 talented individuals work with leading companies and governments to master Digital Transformation, drawing on our understanding of the digital economy and our leadership in business transformation and organizational change. Find out more at: <http://www.capgemini-consulting.com>.

About Capgemini

With more than 130,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion (more than \$13 billion USD). Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model. Learn more about us at www.capgemini.com.

Rightshore® is a trademark belonging to Capgemini

###