Healthy Adviceâ„¢ Networks Physicians Participate in Panel at Sales Force Effectiveness Conference

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CINCINNATI, June 15 /PRNewswire/ -- *Healthy Advice*™ Networks, the nation's leading provider of points-of-care health-education programs for consumers and physicians, hosted a panel of their physicians at the recent eyeforpharma Sales Force Effectiveness Conference held in Princeton, New Jersey. The panel, consisting of nine primary care physicians, offered direct feedback to pharmaceutical executives regarding how sales representatives could more effectively communicate and provide greater value to physicians and their practices.

The pharmaceutical industry continues to face tremendous challenges accessing doctors, one of their most important customers. A recent survey conducted by ZS Associates reported that the number of physicians who are "rep-accessible," defined as meeting with at least 70 percent of sales representatives, dropped by 18 percent. Additionally, only 58 percent of doctors are now considered rep-friendly, substantially less than the 71 percent reported in the previous survey. (1)

The physicians spoke candidly about how the practice of medicine has changed, citing demands on their time as their single biggest challenge. Yet they also acknowledged their growing need for timely, relevant information. All nine have the new *Healthy Advice* product, *PracticeWire*™, installed in their back offices, providing them with real-time health information all day, everyday. Amassing information from over 40 respected medical journals and news sources, the *PracticeWire* product also provides customized local information, such as pollen counts or flu outbreaks, brand information from participating sponsors, and a companion website for in-depth research.

Responding to the question o
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