Does Detailing Pay?

BY NATALIE MIZIK* AND PAUL GLASSERMAN†

ABSTRACT
Pharmaceutical detailing is the practice of direct marketing of prescription drugs to physicians through personal visits by sales representatives. Does the effectiveness of the method in generating new prescriptions justify the cost? A regression analysis of the detailing and prescribing data sheds light on this question.

Acknowledgements
Nancy J. Brandwein and Jonathan Zhang, PhD ’09, provided research assistance and writing support.

Copyright information
© 2009 by The Trustees of Columbia University in the City of New York. All rights reserved. Originally published on February 23, 2009.

This case was prepared as a basis for class discussion rather than to illustrate either effective or ineffective handling of a business situation.