



## Brand Voice– DFU tracking

# 1

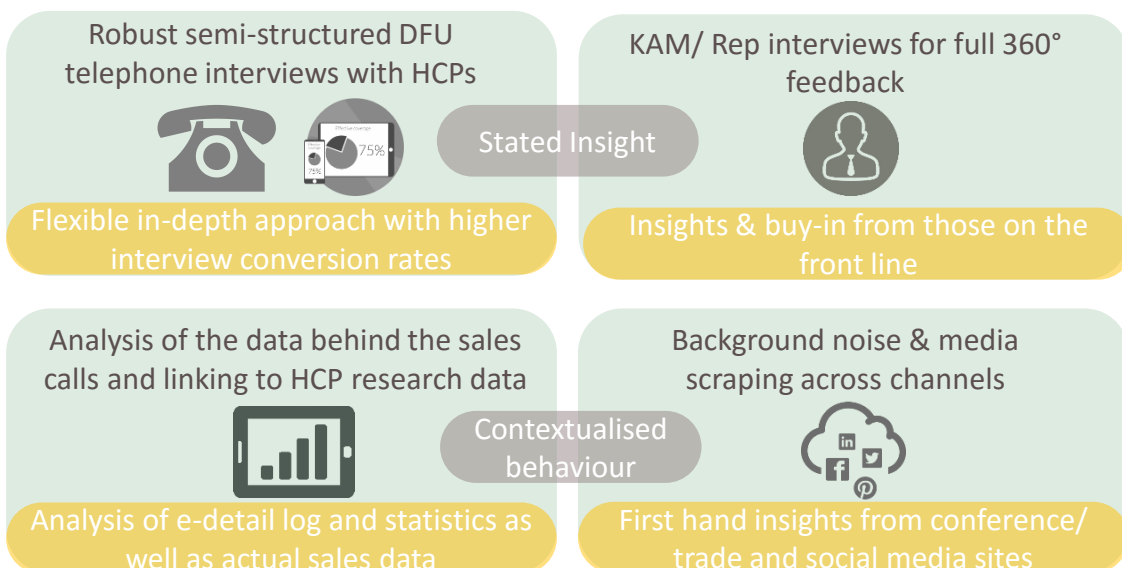
### The business challenge.

Detail Aid Follow-up (DFU) research was required by our client to measure and optimise sales and communication efforts across their brand. In light of greater use of key account managers, e-detailing and need to tailor calls the client needed a solution which went beyond a typical DFU approach.

# 2

### Our approach.

In order to measure and collect meaningful information in a process where communications are individually targeted depending on where the HCP is in the adoption process a multi-phased, flexible and granular approach was required to challenge thinking and lead to real insights and action at a local level.



# 3

### The outcome.

Our findings provided all interested stakeholders with a powerful combination of metrics based from complimentary approaches to accurately monitor sales and communication efficacy in a meaningful way. The value and action achieved as a result of the project was best expressed by our clients feedback...

*“ The team at Impact Health have truly delivered actionable insights which have helped forged direction within the business which previous DFU research as failed to accomplish ”*