

PDI team helps grow share while client gradually builds internal sales infrastructure



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Challenges

- To maximize market share for osteoarthritis injectable knee therapy in highly-competitive orthopedic space
- Provide outsourced sales force excellence for this specialty pharmaceuticals company

Solution

- An initial team of 56 specialty reps was fielded to call on Orthopedic Surgeons and Pain Specialists, calling on both office and institutional based targets

Results

- Over first two years PDI grew market share from 10% to 15%, surpassing two competitive products and tying for second highest market share – even as fifth product in class to go on market
- Over three years, 18% of PDI's sales reps were converted to client's headcount and a smaller dedicated sales team is still run by PDI for this product