

GSK US Pharma sales force ranks number one with primary care physicians



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The US Pharma sales force ranked number one with primary care physicians and four other physician specialties compared to other pharmaceutical companies active in the US, according to Verispan's 2007 Physician Ranking Tables report. Verispan, a healthcare information company, publishes an annual study ranking physician perceptions of Pharma company selling efforts, based on key specialty groups in the industry.

The 2007 report showed that GSK ranks first with allergists/immunologists, primary care physicians, neurologists, otorhinolaryngologists (ENT) and pulmonologists. This is the first time since 2001 that GSK has landed in the number one position with primary care, a position that has been held by Pfizer for the past five years.

Compared with 2006 rankings, GSK also moved up from number four to number three with cardiologists, from number nine to number seven with oncologists/hematologists and from number seven to number six with dermatologists. GSK also retained its number one position with independent pharmacists.

In 2007, Pfizer remains the number one sales force for overall performance in the rankings. GSK slipped to third place with a combined score of 5.05 compared to Merck's second place score of 5.06. The overall company ranking is based on the score from nine core specialties: cardiology, gastroenterology, general and family practitioners, general surgery, internal medicine, obstetrics and gynecology, orthopedic surgery, pediatrics and psychiatry. Physicians ranked Wyeth, Novartis, AstraZeneca, Sanofi-Aventis, Eli Lilly, Bristol-Myers Squibb and Schering-Plough fourth through 10th, respectively, for the second year in a row.

Survey audiences were selected from Verispan's physician panel database and the AMA mailing list of physicians. Twenty-eight specialty groups and four professional groups, including nurse practitioners, physician assistants and chain and independent pharmacists, were included in the sample. A total of 12,351 respondents completed online surveys in August and September 2007. The complete 2007 Verispan report, including all the specialty and company ranking tables, is available from MACS Commercial Analysis or Data Management.