



# Barbara Devine

SENIOR PROFESSIONAL REP II - PCP

*“Utilizing MLI allowed me to find better potential HCPs that gave me quantifiable growth. MLI provides highly accurate predictions of where new business lies and helped me make better decisions about where to spend my time and energy.*

*As an example, one of my HCPs was not a priority account but ranked 117 on MLI. A year ago, I probably would not have called on him. **MLI shined a spotlight on this opportunity so I made the details and he grew from 3 to 14 NRx scripts (366% growth!) in just one quarter.**”*



## Dan Culp

SENIOR PROFESSIONAL REP II - PCP

*"As a new rep with Astellas, I knew it would be critical to maximize my efforts in the field right away. I used all of my resources to make the greatest impact, including: MLI, I-Rep, and my past territory knowledge. **I found the MLI response tier to be very helpful in focusing my call frequency on these key HCPs."***



# Jennifer Campbell

REGIONAL SALES MANAGER - SPECIALTY

*"The MLI app looks user-friendly and addresses a lot of the issues we're dealing with. **This will really help reps understand their territory more deeply.**"*



## Nora Arnold

EXECUTIVE REP II SPECIALTY - UROLOGY

*"The CE Focus Group accommodated my schedule and I think all voices were heard – I enjoyed the experience. **The updated MLI app shows careful forethought, and I look forward to its release to the Field. Changes I saw presented will offer a huge process enhancement – great job and look forward to hearing more about it at NSF!**"*



## Bryan A. Kemp

SENIOR SALES PROFESSIONAL I - PCP

*"I was able to use the MLI Priority HCP List as a resource in my territory and focus my attention on these particular HCPs to increase NRx growth. **I prioritized my focus on these particular providers using MLI data, and I was able to grow 13 providers by 102% FQ4 vs. FQ3.**"*





# Kevin Messina

SENIOR PROFESSIONAL REP II - SPECIALTY

***“The new MLI app is leaps and bounds better than dealing with the spreadsheet. If this is the prototype of the future, that excites me!”***



# Rich Joesting, MBA

SENIOR PROFESSIONAL REP II - PCP

***“MLI targeting data provides a good compliment to local territory knowledge and highlights that not all customers are equal. I appreciate having new insights into identifying and prioritizing business opportunities.***

*Working with the MLI/CE pilot team has been a positive experience, and it’s rewarding to be a part of the continued evolution of the project.”*



# Karolyn Evans

SENIOR PROFESSIONAL REP II - Blue Ridge PCP

***“The MLI process and the HCP Priority List provides a ‘Roadmap to Success’. Sales teams are equipped with information we have never been able to utilize before, such as growth potential and decline risk. These metrics, coupled with local territory knowledge, help reps navigate to accounts where we can increase momentum and, equally important, mitigate risk. I am grateful for the continual information exchange to ensure this data remains relevant.”***