A systematic approach for evaluating tablet detail aids

Rigorous testing of tablet detail aids
The rise of tablet device use has seen many pharmaceutical companies switch from traditional detail aids to tablet-based product details. Whilst the purpose remains the same, the process and use differs, and so it is still imperative that they are fully tested and evaluated before being rolled out to the sales force.

idetail offers a rigorous approach to testing details aids delivered on a tablet device. The structured process helps to ensure that the detail aid is engaging and effective once rolled out to the sales force.

“72% of physicians now own a tablet device, a rise of 42% in 3 years. Doctors are using digital devices as a means to better communicate with patients, as well as to streamline and improve patient treatment.”
**The process**

1. Physicians who are iPad users elected
2. Content is tested first, followed by format
3. Moderators trained on digital flow
4. Routes tested with different groups
5. Respondents encouraged to interact with detail
6. Reps recruited and researched

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**Test the content first, then the format**

To avoid expensive and timely re-programming issues, the content of the detail aid should ideally be fully scoped out and tested on paper before the iPad/tablet version is developed. However, it is also possible to study prior detail aid research at the analysis stage so that we can compare and contrast results.

**Use real-life reps in the research**

We recommend using “real-life” reps in order to provide a more realistic environment to test the detail in and also allow us to observe how well the iPad/tablet detail works (or not) in real life.

**Structure the physician sample to cover different routes through the information**

The flexibility of the iPad/tablet format means that there are likely to be various different “routes” through the information. Within the test situation then it is important that we are able to test all these various “routes” in a realistic situation.

**Ensure thorough training for moderators**

Moderators must be carefully trained on the digital flow beforehand, particularly if the detail is tailored to certain customer segments or viewpoints.

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**Screen for physicians familiar with iPad/tablet detailing**

Recruiting physicians who have some experience of detailing via an iPad/tablet already ensures that they are able to provide their “top tips” and insights based on previous product details but allows us to concentrate on the impact on the brand.

**Allow physicians to interact with the detail**

Respondents should be given some opportunity to interact with aspects of the detail – this ensures they experience the detail differently from a traditional format that could be shown on any computer screen.

**Interview the reps**

We recommend conducting interviews with reps who have used the iPad/tablet detail aid, to obtain their feedback. Their experiences should be integrated with the HCPs’ reactions to the detail aid to provide overall insights and recommendations for improvement.

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