

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): February 15, 2001

PROFESSIONAL DETAILING, INC.

(Exact name of Registrant as specified in its charter)

DELAWARE 0-24249 22-2919486

(State or other jurisdiction of (Commission File (IRS Employer
incorporation) Number) Identification No.)

10 Mountainview Road,
Upper Saddle River, NJ 07458

(Address of principal executive (Zip Code)
office)

(201) 258-8450

Registrant's telephone number, including area code:

N/A

(Former name or former address, if changed since last
report)

Item 5. Other Events

On February 15, 2001 the Registrant issued the following press release:

"PROFESSIONAL DETAILING, INC. REPORTS FOURTH QUARTER AND
YEAR-END 2000 FINANCIAL RESULTS

Net total revenue up 268% to \$185.4 million; operating income up 333%
to \$16.8 million and EPS up 221% to \$0.77 per share over adjusted fourth
quarter 1999 (Table 1).

Upper Saddle River, New Jersey (Thursday, February 15, 2001) Professional
Detailing, Inc. (Nasdaq: PDII) today announce revenue, net income and net income
per share for the quarter and year ended December 31, 2000.

Quarterly Results

Net total revenue for the quarter ended December 31, 2000 was \$185.4 million, an
increase of 267.5% over net total revenue of \$50.5 million for the quarter ended
December 31, 1999. Net product revenue for the quarter ended December 31, 2000
was \$101.0 million and was zero in the earlier period. Net service revenue for
the quarter ended December 31, 2000 was \$84.4 million, an increase of 67.3% over
net service revenue of \$50.5 million for the quarter ended December 31, 1999.
Operating income for the quarter ended December 31, 2000 was \$16.8 million, an
increase of 332.7% over operating income (adjusted for acquisition and related
expenses - Table 1) of \$3.9 million for the quarter ended December 31, 1999. Net
income for the quarter ended December 31, 2000 of \$10.9 million increased 274.1%
over net income (adjusted for acquisition and related expenses - Table 1) of
\$2.9 million for the quarter ended December 31, 1999. Diluted net income per
share of \$0.77 for the quarter ended December 31, 2000 increased 220.8% over
diluted net income per share (adjusted for acquisition and related expenses -

Table 1) of \$0.24 for the quarter ended December 31, 1999.

Annual Results

Net total revenue for the twelve months ended December 31, 2000 was \$416.9 million, an increase of 138.3% over net total revenue of \$174.9 million for the twelve months ended December 31, 1999. Net product revenue for the twelve months ended December 31, 2000 was \$101.0 million and was zero in the earlier period. Net service revenue for the twelve months ended December 31, 2000 was \$315.9 million, an increase of 80.6% over net service revenue of \$174.9 million for the twelve months ended December 31, 1999. Operating income for the twelve months ended December 31, 2000 was \$40.9 million, an increase of 160.0% over operating income (adjusted for acquisition and related expenses - Table 1) of \$15.7 million for the twelve months ended December 31, 1999. Net income for the twelve months ended December 31, 2000 of \$27.0 million was 134.7% higher than net income (adjusted for acquisition and related expenses - Table 1) of \$11.5 million for the twelve months ended December 31, 1999. Diluted net income per share of \$1.96 for the twelve months ended December 31, 2000 was 106.3% higher than diluted net income per share (adjusted for acquisition and related expenses - Table 1) of \$0.95 for the twelve months ended December 31, 1999.

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The Company's historical results have been restated to include the Company's acquisition of TVG, Inc. (TVG) in May of 1999 in a transaction which was accounted for as a pooling of interests.

Charles T. Saldarini, Chief Executive Officer of Professional Detailing, Inc. commented, "The fourth quarter and full year results demonstrate we have been successful in creating a profitable platform for not just our fee for service contract business, but also for the full set of commercialization partnerships we are now offering and have already begun to profit from."

Webcast

PDI will conduct a live webcast of its Earnings Release Briefing at 5:30 PM EST on February 15, 2001. The live webcast of the event will be accessible through PDI's website, www.pdi-inc.com and will be archived on the website for future on-demand replay through March 1, 2001.

Company Background & Services

Professional Detailing, Inc. is a leading provider of customized sales and marketing solutions to the pharmaceutical industry. The Company designs and manages customized product detailing programs for some of the world's largest pharmaceutical companies, managing some of the largest contract sales efforts in the world.

The Company has three operating segments which provide the following services:

Dedicated Contract Sales Services, in which programs are customized to client specifications;

Syndicated Contract Sales Services, provided through the Company's ProtoCall unit, enabling clients to tap into an existing, large-scale sales team for specific detail positions and periods;

LifeCycle X-Tension Services, providing sales, marketing and distribution services for companies facing portfolio optimization challenges;

LifeCycle Launch, providing commercial launch services for emerging and biotechnology companies to independently launch new brands;

Medical Education and Communication Services, provided through the Company's TVG unit, through which clients can access continuing medical education, Sales Force Tactical Briefings(TM) and peer to peer promotion; and

Marketing Research and Consulting Services, provided through the Company's TVG unit, enabling clients to study qualitative and quantitative aspects of brand performance on a pre-launch, launch and continuing basis.

In accordance with the safe harbor provisions of the Private Securities

Litigation Reform Act of 1995 and Section 21E of the Exchange Act, the Company notes that statements in this release which look forward in time involve risks and uncertainties that may cause actual results or achievements to materially differ from those indicated by the forward-looking statements. These

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forward-looking statements include statements relating to the Company's existing programs and development of new business opportunities, as well as any other statements which are not solely historical. The Company's plans and objectives are based on assumptions involving judgments with respect to future economic, regulatory, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond the control of the Company. Therefore, there can be no assurance that the forward-looking statements will prove to be accurate. The Company's documents filed with the SEC, including the Company's recent Registration Statement on Form S-3, identify important factors that may cause the actual results to differ materially from those indicated by the forward-looking statements.

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Professional Detailing, Inc.
Condensed Consolidated Statements of Operations
(unaudited)

<TABLE>
<CAPTION>

	Three Months Ended December 31,		Twelve Months Ended December 31,		
	2000	1999	2000	1999	
	(in thousands, except per share data)				
	<C>	<C>	<C>	<C>	
Revenue					
Service, net	\$ 84,423	\$ 50,459	\$ 315,867	\$ 174,902	
Product, net	101,007	--	101,007	--	
Total revenue, net	185,430	50,459	416,874	174,902	
Cost of goods and services					
Program expenses	63,893	37,073	235,354	130,121	
Cost of goods sold	68,998	--	68,998	--	
Total cost of goods and services	132,891	37,073	304,352	130,121	
Gross profit	52,539	13,386	112,522	44,781	
Compensation expense	9,786	5,978	32,820	19,611	
Other selling, general and administrative expenses(1)	25,986	3,533	38,827	9,448	
Acquisition and related expenses	--	(495)	--	1,246	
Total selling, general and administrative expenses	35,772	9,016	71,647	30,305	
Operating income	16,767	4,370	40,875	14,476	
Other income, net	1,941	966	4,865	3,471	
Income before provision for income taxes	18,708	5,336	45,740	17,947	
Provision for income tax	7,841	2,477	18,712	7,539	
Net income	\$ 10,867	\$ 2,859	\$ 27,028	\$ 10,408	
Basic net income per share	\$ 0.79	\$ 0.24	\$ 2.00	\$ 0.87	
Diluted net income per share	\$ 0.77	\$ 0.24	\$ 1.96	\$ 0.86	

Basic weighted average number of

shares outstanding	13,768,203	11,972,112	13,503,061	11,958,196
	-----	-----	-----	-----
Diluted weighted average number of shares outstanding	14,173,968	12,165,968	13,773,040	12,167,321
	-----	-----	-----	-----
Pro forma data				
Income before provision for income taxes				\$ 17,947
Pro forma provision for income taxes(2)				7,677

Pro forma net income(2)				\$ 10,270

Pro forma basic net income per share(2)				\$ 0.86

Pro forma diluted net income per share(2)				\$ 0.84

Basic weighted average number of shares outstanding			11,958,196	

Diluted weighted average number of shares outstanding			12,167,321	

</TABLE>

(1) Other selling, general and administrative expenses include the amortization of goodwill in the amount of \$117K and \$111K for the quarters ended December 31, 2000 and 1999, respectively, and \$352K and \$143K for the twelve months ended December 31, 2000 and 1999, respectively.

(2) Pro forma provision for income taxes, pro forma net income, and pro forma basic and diluted net income per share for the twelve months ended December 31, 1999 reflects a provision for income taxes as if TVG had been taxed as a C corporation. Prior to its acquisition by PDI on May 12, 1999, TVG was an S corporation for Federal income tax purposes.

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Professional Detailing, Inc.
Results Excluding Acquisition and Related Expenses
(unaudited)

TABLE 1

<TABLE>
<CAPTION>

	Three Months Ended December 31,		Twelve Months Ended December 31,	
	2000	1999	2000	1999
	-----	-----	-----	-----
	(in thousands, except per share data)			
	<C>	<C>	<C>	<C>
Adjusted for acquisition and related expenses				
Operating income	\$ 16,767	\$ 4,370	\$ 40,875	\$ 14,476
Acquisition and related expenses	--	(495)	--	1,246
	-----	-----	-----	-----
Adjusted operating income	16,767	3,875	40,875	15,722
Other income, net	1,941	966	4,865	3,471
	-----	-----	-----	-----
Adjusted income before provision for income taxes	18,708	4,841	45,740	19,193
Adjusted provision for income taxes(3)	7,841	1,936	18,712	7,677
	-----	-----	-----	-----
Adjusted net income	10,867	2,905	27,028	11,516
	-----	-----	-----	-----
Adjusted basic net income per share	\$ 0.79	\$ 0.24	\$ 2.00	\$ 0.96
	-----	-----	-----	-----
Adjusted diluted net income per share	\$ 0.77	\$ 0.24	\$ 1.96	\$ 0.95
	-----	-----	-----	-----
Basic weighted average number of shares outstanding	13,768,203	11,972,112	13,503,061	11,958,196

Diluted weighted average	-----	-----	-----	-----	
number of shares outstanding	14,173,968	12,165,968	13,773,040	12,167,321	
	-----	-----	-----	-----	

</TABLE>

(3) The provision for income taxes assumes that TVG was taxed as a C corporation for the periods presented. "

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PROFESSIONAL DETAILING, INC.

By: /s/ Charles T. Saldarini

Charles T. Saldarini, Vice Chairman
and Chief Executive Officer

Date: February 15, 2001

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