

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): April 2, 2008

PDI, INC.

(Exact name of Registrant as specified in its charter)

DELAWARE
(State or other jurisdiction of incorporation)

0-24249
(Commission File Number)

22-2919486
(IRS Employer Identification No.)

Saddle River Executive Centre
1 Route 17 South,
Saddle River, NJ 07458
(Address of principal executive offices and zip Code)

(201) 258-8450
Registrant's telephone number, including area code:

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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure.

On April 2, 2008, at approximately 3:00 pm Pacific Daylight Time, Michael J. Marquard, Chief Executive Officer of PDI, Inc. (the “Company”) will speak at the B. Riley 9th Annual Las Vegas Investor Conference. Mr. Marquard’s presentation will be available live and for replay and can be accessed from the “Investor Relations” section of the Company’s website at www.pdi-inc.com. Attached as Exhibit 99.1 are the PowerPoint slides that Mr. Marquard will present at the conference.

The information in this Form 8-K, including Exhibit 99.1, is being furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed to be incorporated by reference in any registration statement or other document filed under the Securities Act of 1933, as amended, or the Exchange Act, except as otherwise stated in such filing.

Item 9.01 Financial Statements and Exhibits.**(c) Exhibits**

99.1 PowerPoint slides.

* * * * *

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.

PDI, INC.

/s/ Jeffrey E. Smith
Jeffrey E. Smith
Chief Financial Officer

Date: April 2, 2008

EXHIBIT INDEX

Exhibit No.	Description
99.1	PowerPoint slides

PDI, Inc.

NASDAQ: PDII

www.pdi-inc.com

April 2, 2008



Forward-Looking Statements

This presentation and accompanying narrative contain forward-looking statements regarding future events and financial performance. These statements involve a number of risks and uncertainties and are based on numerous assumptions involving judgments with respect to future economic, competitive and market conditions and future business decisions, all of which are difficult or impossible to predict accurately and many of which are beyond PDI's control. Some of the important factors that could cause actual results to differ materially from those indicated by the forward-looking statements are general economic conditions, the termination of or material reduction in the size of any of our customer contracts, the loss by our or our customers' intellectual property rights, our ability or inability to secure new business to offset the recent loss of customer contracts and the terms of any replacement business we secure, changes in our operating expenses, FDA, legal or accounting developments, competitive pressures, failure to meet performance benchmarks in significant contracts, changes in customer and market requirements and standards, the impact of any stock repurchase programs, the adequacy of the reserves PDI has taken, the financial viability of certain companies whose debt and equity securities we hold, the outcome of certain litigation, PDI's ability to implement its current and future business plans, and the risk factors detailed from time to time in PDI's periodic filings with the Securities and Exchange Commission, including without limitation, PDI's Annual Report on Form 10-K for the year ended December 31, 2007 and PDI's subsequently filed quarterly reports on Form 10-Q and current reports on Form 8-K. The forward-looking statements in this presentation are based upon management's reasonable belief as of today. PDI undertakes no obligation to revise or update publicly any forward-looking statements for any reason.

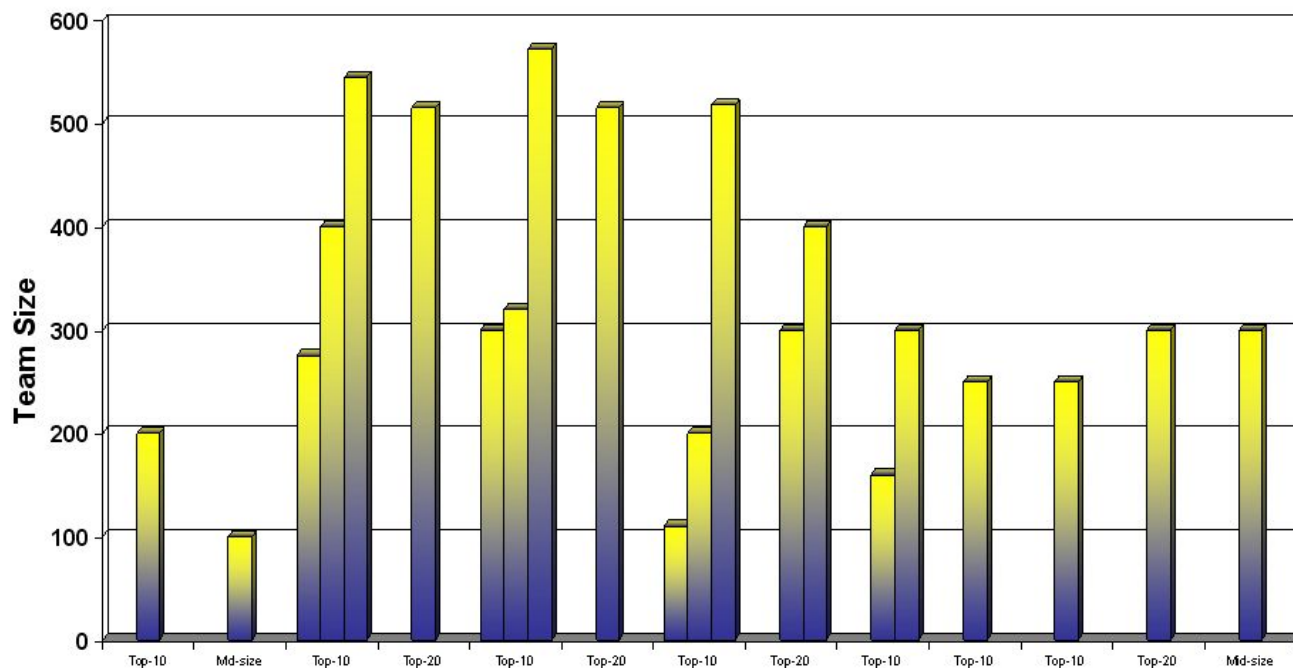
**Leader in contract sales and
provider of a broad spectrum of
commercialization services
to the pharmaceutical industry**

Investment Highlights

- **20 years of innovative solutions**
 - Historical leadership in contract sales
 - Diversified marketing services offerings
- **Extensive, proven experience with top pharma companies**
- **Experienced management team**
- **Clear strategy for growth**
 - Competencies and new products supporting sales force excellence
 - Innovating new solutions to address evolving customer needs in both the established and emerging marketplaces
- **Strong balance sheet with \$107M in cash, no debt**
 - No collateralized securities

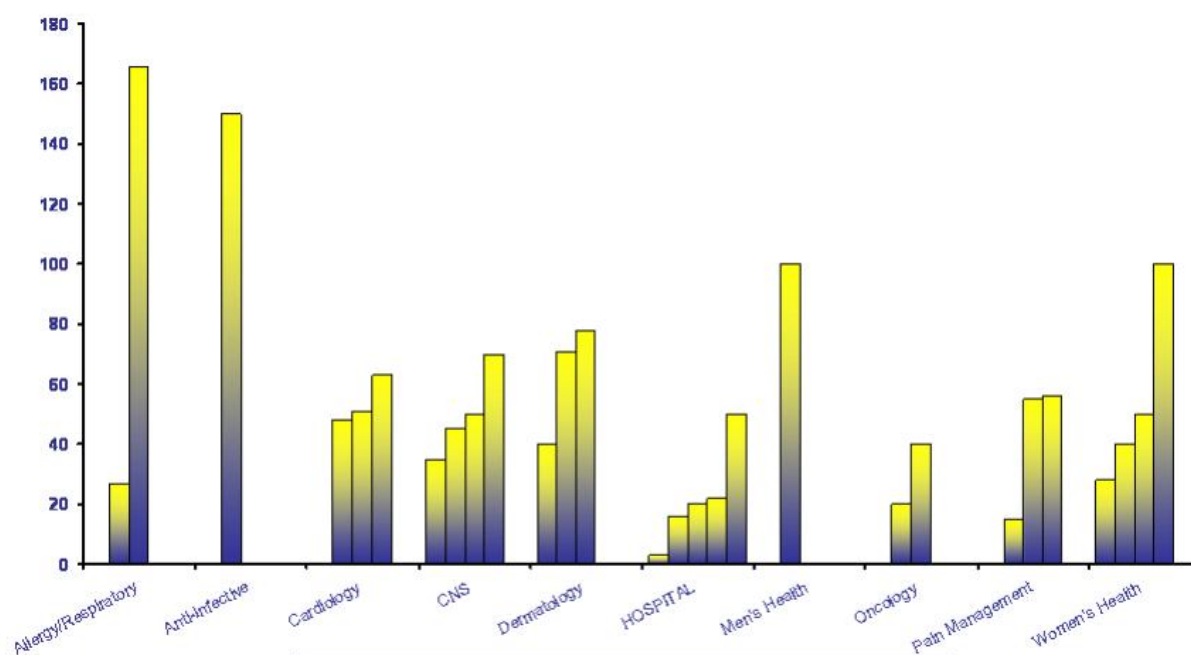
Extensive Contract Sales Experience

(Selected Assignments)



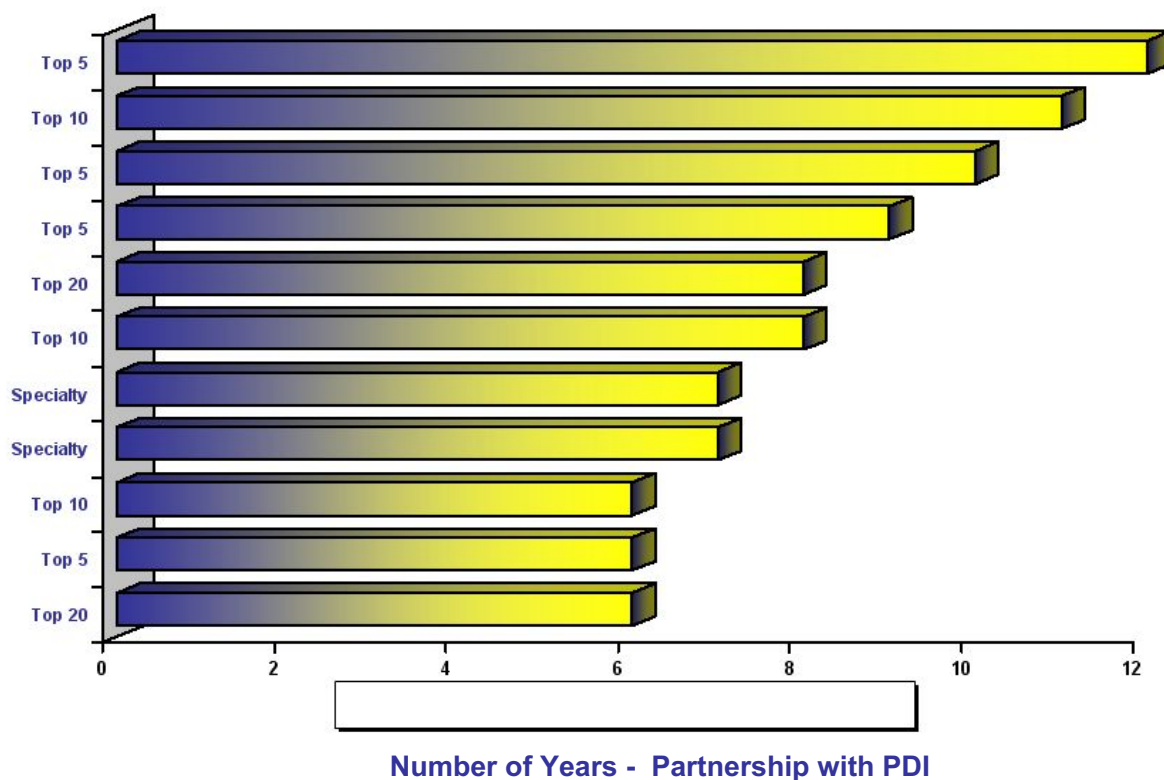
*History of building and leading high quality teams
with many pharmaceutical clients*

...As Well as Specialty Teams



Specialty Sales Teams by Therapeutic Area & Size

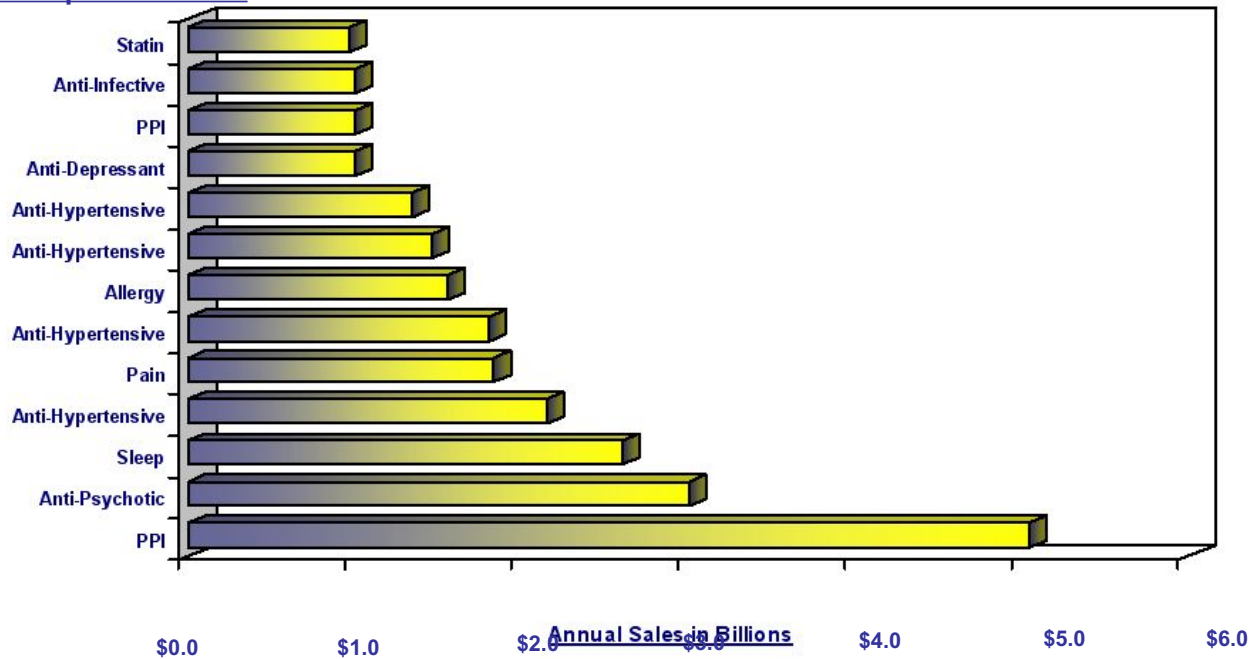
Quality and Performance Drive Long-term Strategic Partnerships



Clients Consistently Chose PDI to Sell Their Biggest Growth Drivers



Multiple Contracts



(Data reflects sales during tenure with PDI)

Pharmaceutical Industry Challenges



- Blockbuster products facing generic entrants
- Delays in product approvals
- Managed care influence strengthening
- Critical need to optimize commercial resources

New Commercial Models Require:

- 1) Optimization of resources**
- 2) Greater impact with less resources**
- 3) Downsizing of sales forces**

2007 Results (\$'s in millions, except EPS)



Revenue	\$ 117	
Operating Income	(14)	
Net Income	(10)	
EPS	\$ (0.72)	

Perspectives on CSO Market Trends



By 2011...

- The number of pharma sales reps likely will decline to approximately 80,000 from a peak of 110,000 (*90,000 today*)
- CSO penetration should increase to approximately 15% from 5% today
- CSO market size could double to more than \$1.2B
 - Big pharma will continue to be a large portion of the market
 - Emerging pharma will contribute to the growth

Specific Initiatives are being Implemented to Execute our Strategic Plan



1) Regain Leadership
in Critical CSO
Business

- **Strengthen business development**
- **Deliver flawless execution**
- **Create innovative, distinctive CSO offerings**

2) Expand
Complementary
Sales / Marketing
Services

- **Focus on most attractive, prioritized commercial services**
- **Build / acquire capabilities to offer services**
- **Integrate new businesses with PDI**

3) Product
Commercialization

- **Co-promotion through full product commercialization**
- **Fund and manage sales / marketing in revenue sharing agreement**

PDI Sales Support Services



Dedicated Teams	Select Access™	Pulsing Teams	Talent Acquisition	Strategic Staffing	Vacancy Coverage
<ul style="list-style-type: none"> • Dedicated primary care, specialty and hospital teams 	<ul style="list-style-type: none"> • Leveraged team of 500 flex-time representatives 	<ul style="list-style-type: none"> • Surge in share of voice for defined periods 	<ul style="list-style-type: none"> • Proven and economical method to hire directly to your headcount 	<ul style="list-style-type: none"> • Variable field force structure to address evolving portfolio needs 	<ul style="list-style-type: none"> • Temporary coverage for leaves of absence
Proprietary Database of Experienced Pharma					

Expand Complementary Commercialization Services



- **Focus on most attractive, prioritized commercial services**
- **Build/acquire capabilities to offer services**
- **Integrate new businesses with PDI**

Four Business Areas

White: Current Business

Yellow: Future/planned



Decision Support Services TVG Marketing Research & Consulting	Scientific Support Services VIM® Vital Issues in Medicine	Marketing Support Services Pharmakon	Sales Support Services PDI Performance Sales Teams select access™ Reach Your Targets. Expand Your Brand™
Primary Market Research	CME Programs	Peer Interaction Programs	Dedicated Sales Teams
Targeting/Sales Analytics	Phase III Protocol Development	Traditional/Interactive Agencies	Talent Acquisition
Landscape Assessment	KOL ID and Development	Speaker's Bureau Management	Rep Sales/Product Training
Forecasting	Publication Planning/Management	Web Communities/E-detailing	ON DEMAND Sales Solutions
Market/Competitive Analysis Product Response	Investigator/Congress/Advisory Med Com Promotional Meetings Support	Sampling Telemarketing Programs	Compliance Management Sales Operations
Defining	Developing	Delivering	Deploying

Acquisition Criteria

Strategic	<p>Must clearly fall into one of PDI's strategic segments</p> <ul style="list-style-type: none"> • Decision Support Services • Scientific Support Services • Marketing Support Services • Sales Support Services
Capabilities	Strong preference for new capability vs. adding to existing ones
Leadership	Potential to become one of Top 5 companies in its space
Management	Must have superior management, willing to continue with PDI for at least 3 years or 1 year past earn-out, whichever is longer
Profitable	Must be profitable on a trailing 12-month basis
Growth	Must have clear potential to grow top line at a minimum of 15% and operating income at a minimum of 20%
Payback	Initial price plus any earn-out must be paid back (pre-tax) within 5 years
EPS Accretion	Must be accretive to EPS within 12 months of acquisition
	Business and cost rationalization

- **Investing in and managing the marketing and selling of products in exchange for a share of revenue**
 - Mature and/or under-promoted
 - About to launch in established markets
- **Natural extension of core business**
 - Leverage Sales Services, analytical and tactical capabilities
- **Opportunity to realize better margins and longer-term contracts**
 - Patent holder maintains legal, medical affairs, regulatory, manufacturing and distribution responsibilities
 - Potential up-front investment

Big Pharma

- **Decrease in internal infrastructure is creating outsourced opportunities**
 - Products no longer supported by internal sales forces
 - Brands outside strategic emphasis
 - Late stage lifecycle brands

Emerging Pharma

- **Maintain control of product commercialization**
- **Phased build of commercialization expertise**

Product Commercialization Due Diligence



- Extensive promotional response modeling to determine optimum level of investment
- Use of TVG qualitative and quantitative market research with known current users and past users to quantify opportunity
- Additional analysis of managed care, medical, regulatory, legal, manufacturing, patent, pipeline dynamics

PDI Executive Team

Mike Marquard CEO	>30 years of pharmaceutical sales experience including senior positions at Mylan Labs, Wyeth and Lederle
Jeff Smith CFO	>30 years of broad-based pharma, finance and general management
Kevin Connolly President of Diversified Marketing Services	experience including Pliva and Alkermes >25 years of pharmaceutical sales and marketing experience including Bristol-Myers Squibb, Elsevier Science and Cardinal Health
Nancy Connelly SVP Sales Support Services	>15 years of pharmaceutical sales, sales management, operations and general management experience with PDI
David Stievater SVP Emerging Pharma	>10 years of pharmaceutical consulting experience including ImpactRx and Monitor Company Group
Nancy McCarthy EVP Human Resources	>20 years of human resource leadership at Avaya and Datascope
Jo Ann Saitta	>20 years of information technology strategic planning at Prudential Financial and IBM Global Services

2007 / 2008 Major Accomplishments



- ✓ Won \$40M in new CSO business in 2007
- ✓ Won \$18M in new CSO business in 1Q08
- ✓ New business wins in top-10, mid-size and specialty companies
- ✓ Launched and winning business for all additional PDI ON DEMAND sales support services
- ✓ Inroads continue to be made in emerging pharma through leveraged services with TVG, VIM and alliance partners

Well Positioned for Growth

- **Clear and Executable Strategy**

- Regain CSO Leadership
- Expand Commercialization Services
 - Acquisition or Internal Build
- Product Commercialization

- **CSO Growth**

- Favorable market trends - more outsourcing
- Believe the Market will Grow to over \$1.2 billion
- Will benefit as the Industry leader

- **Commercialization Services**

- Internal growth of existing businesses
- Acquisition

- **Product Commercialization**

- Commitment to pursue
- Favorable market dynamics - significant number of possibilities

