

Current Anti-Coagulant Market Abstract

- Summary of Leading Sales Organizations Deployment Strategies •



Europe • Japan • United States

Available product offerings in the anti-coagulant market space have grown in recent years with new products entering the market. Additionally, growth has come from new and expanded indications for existing anti-coagulant products. Our latest offering from our Global Deployment Analyzer delivers an overview of field force structure and deployment of several leading Sales Organizations in Europe, Japan and the United States. This abstract will provide the competitive knowledge for your cardiovascular teams to analyze the deployment strategies of these select market leaders.

Research objectives for each company in the abstract include



- Sales Force Size
- Compensation
- Basic Sales Force Organizational Structure
- Call Reach and Frequency (Japan and the United States only)
- Analysis of Specialty versus Primary Care Targets
- Full Time Equivalent (FTE) Analysis by Product

* Similar abstracts are also available for other therapeutic categories such as Diabetes and Respiratory



Insightful Intelligence with a Global Reach