

Current Mental Health Market Abstract



Summary of Leading Sales Organizations Deployment Strategies

United States

Product offerings in the mental health market space have grown in recent years. Growth has originated from new and expanded indications for existing mental health products. Our latest offering from our Global Deployment Analyzer delivers an overview of field force structure and deployment of several leading Sales Organizations in the United States. This abstract will provide the competitive knowledge for your team to analyze the deployment strategies of these select leaders in the metal health space.

Profiled Companies

Allergan, Janssen, Lundbeck, Otsuka, Pfizer, Shire, Sunovion, Takeda

Research objectives for each company in the abstract include



- Sales Force Size
- Compensation
- Basic Sales Force Organizational Structure
- Call Reach and Frequency
- 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 Anti-Coagulant, Diabetes, and Respiratory



Insightful Intelligence with a Global Reach