

Complete Benchmarking of Leading Oncology Sales and Marketing Organizations:

Key Expenditures and Organizational Approaches

2017 Edition

For 17 years, PharmaForce International has provided clients with a worldwide perspective on the sales and marketing operations of leading Oncology competitors. The newest edition of this report will profile companies branching out into the rapid-growing Immuno-Oncology space along with key Oncology products already in the market. Our research provides comprehensive insight into Oncology and Immuno-Oncology operations in Europe using unparalleled, in-depth analysis of the sales and marketing activities supporting key brands around the world.

Details for each company in the report include:

- Strategic overview of the oncology franchise
- Number of key personnel supporting the brand(s) across multiple disciplines
 - Sale Representatives
 - Medical Science Liaisons
 - Market access personnel
 - Brand and product marketing staff
 - Key account personnel
- Organizational structure of the oncology franchise for each of the five functional areas above
- Analysis of product portfolio management, including priority positioning
- Annual number of details by each sales force to each target physician audience
 - Call reach and frequency **NEW**
- Full-time equivalent (FTE) of sales force by target audience
- Compensation of oncology sales personnel
- Spending on key marketing activities
 - Major oncology conventions
 - Advocacy group grants
 - Printed sales materials
 - Advisory boards
 - Representative lunch and dinner programs
 - Clinical trials expenditures **NEW**

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