

Complete Benchmarking of Leading Oncology Sales and Marketing Organizations:

Key Expenditures and Organizational Approaches

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For 16 years, PharmaForce International has provided clients with a worldwide perspective on the sales and marketing operations of leading oncology competitors. Our research provides comprehensive insight into oncology operations in Japan using unparalleled, in-depth analysis of the sales and marketing activities supporting key oncology brands around the world.

Details for each company in the report include:

- Strategic overview of the oncology franchise
- Distribution of personnel by key job description in each function
 - Sales-related personnel
 - Medical support personnel
 - Marketing personnel
 - Upper-level management
- Organizational structure/reporting relationships for commercial operations
- Product portfolio management
- Analysis of marketing relationship by brand
- Detailing Intensity Analysis and FTE allocation by brand
- Medical Liaisons involved with oncology
- Compensation of Oncology Sales Representatives
- Total sales force cost
- Expenditures on key oncology marketing activities
 - Major conventions
 - Advisory boards
 - Advocacy group grants
 - Representative-sponsored dinner programs and luncheons
 - Printed sales materials

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