

Managed Markets Strategies and Structures in the United States:

Leading Companies' Approaches

The benchmarking program describes in detail each leading pharmaceutical company's strategic approach to managed markets, including:

- Strategic approach to the managed care marketplace
 - Overall sales strategy
 - Key products of focus
 - Approach to negotiations
 - Descriptions of programs/services offered to MCOs
 - Formulary/compliance initiatives
 - Physician/consumer education programs
 - Disease management
 - Quality initiatives
 - Other
 - Deployment and structure of the managed markets sales force segmented by type of account
 - National
 - Regional
 - Government
 - IDN
 - Employer
 - Other
 - Medical and outcomes personnel supporting managed markets
 - Marketing support for field teams
 - Non-traditional customer-facing roles
- Organizational strategy for managed market initiatives
 - Educational and professional backgrounds of key personnel
 - Evaluation methods for key personnel
 - Qualitative
 - Quantitative
 - Compensation of managed care sales representatives
 - Salary
 - Bonus structure
 - Benefits