

## Competitive Benchmarking of Leading Immunology Sales and Marketing Organizations in the United States: Commercial Operations Approaches

2018 Edition

Based on information derived from primary research conducted by skilled competitive intelligence professionals, this report benchmarks commercial operations for leading companies competing in the dynamic immunology specialty market.

Allow our clients to clearly understand the commercial functions of the target immunology franchises of leading pharmaceutical companies in terms of:

- Strategic overview of the Immunology franchise
- Key changes to the franchises in the last 12 months
- Deployment of key Sales and Marketing personnel by type
  - Sales Representatives by group/specialty
  - Key Accounts personnel focused on Immunology
  - Senior Management
  - Field Sales Managers
  - Product Managers
  - Medical Liaisons
- Structure of the Sales and Marketing organization
  - Organizational Chart/Reporting Relationships
  - Role of Medical Liaisons
  - Role of field Health Economics and Outcomes Research (HEOR)
- Management of the Product Portfolio
  - Prioritization of products among key Physician audiences
  - Allocation of details by target Physician audience
  - Call Reach and Frequency
- Approach to Field Reimbursement
- Response to Biosimilars developments
- Typical Compensation Package for Immunology Sales Representatives
  - Average salary
  - Average bonus
  - Typical perks

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