

Complete Benchmarking of Leading Oncology Sales and Marketing Organizations: Key Expenditures and Organizational Approaches 2016 Edition

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 United States 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
- Number of key personnel supporting the brand(s) across multiple disciplines
 - Sale Representatives
 - Oncology nurse educators
 - Brand and product marketing staff
 - Medical Science Liaisons/field HEOR (if applicable)
 - Key account personnel
 - Oncology-specific market access and field reimbursement personnel
- Organizational structure of the oncology franchise for each of the six functional areas above
- Analysis of product portfolio management, including positioning for several first-in-class treatments
- Share-of-voice analysis and annual number of details by each sales force to each target physician audience
- Compensation of oncology sales personnel
- Spending on key marketing activities
 - Major oncology conventions
 - Advisory boards
 - Advocacy group grants
 - Representative lunch and dinner programs
 - Printed sales materials

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