

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

2018 Edition

For 18 years, PharmaForce International has provided clients with a global perspective on the oncology sales and marketing operations of leading pharmaceutical and biotech companies. The latest edition of this report profiles a large cross-section of organizations offering a multitude of products to treat solid and liquid tumors, including the latest immuno-oncology and CAR-T offerings. Our benchmarking report provides comprehensive insight into Oncology, Hematology, and Immuno-Oncology commercial operations by utilizing in-depth analysis underpinned with primary research. Clients receive detailed insight into sales and marketing activities supporting key brands across the space.

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
 - Sales Representatives
 - Brand and product marketing staff
 - Key account personnel
 - Oncology-specific market access and field reimbursement personnel
 - Oncology nurse educators
 - Medical Science Liaisons/field HEOR (if applicable)
- 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
 - Call reach and frequency
- 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

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