

Benchmarking of Oncology Sales and Marketing Organizations in Europe:

Key Expenditures and Organizational Approaches – 13th Annual Update

Published: May 2015

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 Europe. This study offers unparalleled in-depth analysis of the sales and marketing activities supporting key oncology brands around the world.

Allow clients to analyze the commercial functions of the target oncology franchises of leading pharmaceutical companies in terms of:

- Strategic overview of the oncology franchise
- Distribution of key personnel by function
- Organizational structure/reporting relationships
- Product portfolio management
- FTE analysis by brand and by target audience
- Detailing intensity
- Key accounts managers involved with oncology
- Medical liaisons involved with oncology
- Compensation for select oncology-related personnel
- Total sales representative and field manager compensation
- Expenditures on key oncology marketing activities
 - Major oncology conventions
 - Journal advertisements
 - Advocacy group grants
 - CME programs
 - Printed sales materials
 - Clinical trials for approved products
 - Advisory boards
 - Company-sponsored website
 - Representative-initiated education programs

PharmaForce International Inc.

Insightful Intelligence with a Global Reach
2645 Perkiomen Avenue • Reading, PA 19606
(610) 370-5640 • Fax (610) 370-5641
www.pharmaforce.biz