

Europe Multiple Sclerosis



Benchmarking of Leading Multiple Sclerosis Sales Organizations in Europe

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New treatments have made the Multiple Sclerosis (MS) market extremely competitive. Each of the target companies is striving to successfully manage multi-disciplinary commercial teams to gain market share. PharmaForce International provides in-depth data to help clients understand the evolving commercial approaches of pharma and biotech companies competing in the MS space.

Allow clients to analyze the commercial functions of target Multiple Sclerosis (MS) franchises of leading pharmaceutical companies in terms of:

- Strategic overview of the MS 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 MS
- Medical liaisons involved with MS
- Nurse teams
- Total sales representative compensation

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