

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

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, 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
  - Medical Science Liaisons
  - Market access personnel
  - Brand and product marketing staff
  - Key account personnel
- Organizational structure of the oncology franchise for each of the five functional areas above
- Analysis of product portfolio management, including priority positioning
- Annual number of details by each sales force to each target physician audience
- Full-time equivalent (FTE) of sales force by target audience
- 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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