

## **Complete Benchmarking of Leading Oncology Sales and Marketing Organizations:**

Key Expenditures and Organizational Approaches

2015 / 12th 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 Japan 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
- Distribution of personnel by key job description in each function
  - Sales-related personnel
  - Medical support personnel
  - Marketing personnel
  - Upper-level management
- Organizational structure/reporting relationships for commercial operations
- Product portfolio management
- Analysis of marketing relationship by brand
- Detailing Intensity Analysis and FTE allocation by brand
- Medical Liaisons involved with oncology
- Compensation of Oncology Sales Representatives
- Total sales force cost
- Expenditures on key oncology marketing activities
  - Major conventions and physician seminars
  - Journal advertisements
  - Advocacy/cooperative group grants
  - Representative-initiated physician education programs
  - Clinical trials for approved products
  - Advisory boards
  - Company-sponsored websites
  - Printed sales materials

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