

Complete Benchmarking of Leading Oncology Sales and Marketing Organizations:

Key Expenditures and Organizational Approaches

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For 20 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
 - Marketing personnel
 - Medical support personnel
 - Upper-level management
- Organizational structure/reporting relationships for commercial operations
- Product portfolio management
- Detailing Intensity Analysis and FTE allocation by brand
- Medical Liaisons involved with oncology
- Compensation of Oncology Sales Representatives
 - Total sales force compensation cost
- Expenditures on key oncology marketing activities
 - Major conventions
 - Representative lunch and dinner programs
 - Advisory boards
 - Printed sales materials
 - Advocacy group grants

For more information, please contact
Joyce Wedemeyer at joyce.wedemeyer@pharmaforceintl.com
or by phone at 610-370-2906

PharmaForce International Inc.

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