

Competitive Analysis of Select Biosimilars Sales and Marketing Organizations

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The global biosimilars market is expanding. PharmaForce International is committed to being the industry's most reliable source for primary market intelligence on emerging biosimilar products. PharmaForce International is the market leader in biosimilars market intelligence and benchmarking across major markets.

Analysis data developed about each target organization includes the following:

- Strategic overview of the Biosimilar franchise including analysis of field commercial footprints across functional areas, and their approaches to providers
- Deployment of key Sales, Field Medical, Marketing, and Market Access Account Manager personnel by type
 - Medical Representatives by group/specialty
 - District Managers
 - Product Managers
 - Market Access Account Managers, if dedicated to biosimilar initiatives
 - Clinical Nurse Educators
 - Senior Management
 - Medical and HEOR Liaisons
 - Field Reimbursement teams
- Structure of the Sales, Field Medical, Marketing, and field Market Access Organization
- Organizational Structure and Chart/Reporting Relationships
- Product Portfolio Management
- Product Prioritization among key Physician audiences
- Allocation of details by target Physician audiences
- Typical Compensation Package for Biosimilar Medical Representatives
 - Average salary
 - Typical perks
 - Average bonus

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