

Benchmarking of Leading HIV/HCV/HBV Sales and Marketing Organizations

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The objective of the virology benchmarking project is to understand how various target organizations structure their virology sales and marketing operations in the United States, based on information derived from primary research conducted by skilled competitive intelligence professionals.

Clients will be equipped to analyze the commercial functions of target virology franchises in leading pharmaceutical companies in terms of the following categories:

- Strategic overview of the HIV/HCV/HBV franchise
- Deployment of key Sales and Marketing personnel by type
 - Sales Representatives by group/specialty
 - Regional Managers
 - Senior Management
 - Key Accounts personnel focused on HIV/HCV/HBV
 - District Managers
 - Product/Brand Marketing Managers
 - Nurse Educators and other patient facing assets including Patient Advocates
- Structure of the Sales and Marketing organization
 - Organizational Chart/Reporting Relationships
 - Role of Medical Science Liaisons
 - Role of field Health Economics and Outcomes Research (HEOR)
- Management of the Product Portfolio
 - Prioritization of products among key Physician audiences
 - Allocation of details by target Physician audience
 - Call Reach and Frequency
- Market Access Approach Specific to Virology
 - Approach to Field Reimbursement
 - Account Managers facing organized customers
- Typical Compensation Package for Virology Sales Representatives
 - Average salary
 - Average bonus

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