

## Competitive Benchmarking of Leading Hemophilia Sales and Marketing Organizations 2017 Edition

This year, PharmaForce International has decided to publish a report on the fiercely competitive Hemophilia drug market. The report profiles existing players as well as new entrants in this patient-centric therapeutic area. Both Hemophilia A and Hemophilia B products will be profiled in the report along with a focus on smaller, more complex commercial teams.

Deliverables for each company in the report include:

- Strategic overview of the Hemophilia franchise
- Deployment of Key Sales and Marketing personnel by type
  - Sales Representatives by group/specialty
  - Patient organization-facing Field Personnel
  - District Managers
  - Key Accounts personnel focused on Hemophilia
  - Product Managers
  - Senior Management
  - Medical Liaisons
- Structure of the Sales and Marketing organization
  - Organizational Chart/Reporting Relationships
  - Role of Medical 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
- Approach to Field Reimbursement
- Response to Biosimilars developments
- Typical Compensation Package for Hemophilia Sales Representatives
  - Average salary
  - Average bonus
  - Typical perks

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