

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

Key Expenditures and Organizational Approaches

2015 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 United States using unparalleled, in-depth analysis of the sales and marketing activities supporting key oncology brands around the world.

Allow clients to analyze the commercial functions of the target oncology franchises of leading pharmaceutical companies in terms of:

- Strategic approach to the market
- Organizational structure/reporting relationships for commercial operations
- Product portfolio management
- Number of personnel by key job description in each function
- Field Medical support personnel involved with oncology
- Approach to field reimbursement
- Compensation of Oncology Sales Representatives
- Expenditures on key oncology marketing activities
  - Major conventions
  - Clinical trials for approved products
  - Professional journal advertisements
  - Advisory boards, including key opinion leader (KOL) development
  - Advocacy group grants
  - Cooperative group grants
  - Company-sponsored oncology websites
  - CME programs (live events and enduring materials)
  - Representative-sponsored dinner programs and luncheons
  - Printed sales materials

**PharmaForce International Inc.**

Insightful Intelligence with a Global Reach  
2645 Perkiomen Avenue • Reading, PA 19606  
(610) 370-5640 • Fax (610) 370-5641  
[www.pharmaforce.biz](http://www.pharmaforce.biz)