

United States

Oncology/Immuno-Oncology



WHAT'S NEW IN 2017 ?

More detailed and includes a greater amount of deliverables

Profiling existing players as well as new organizations entering the increasingly important Immuno-Oncology space, along with additional areas of interest that can be found below

- Modified commercialization approaches for companies promoting Immuno-Oncology medications
 - Tumor specificity
 - Modifications to customer targeting
 - Expanded use and deployment of specialized personnel to drive adoption of PDL1 testing
- Expanded roles and responsibilities for field-based Oncology KAM groups to satisfy customer demand
 - Product reimbursement
 - Economic considerations
- Increased specialization for field medical assets
- Co-commercialization agreements
- Trend toward utilization of contract organizations to screen and hire field sales representatives
- How Sales Representative compensation plans have been altered to stimulate results
- Develop a better understanding of initiatives and approaches that may improve physician access (and others that may hinder face time)
- Understand the novel approaches select companies are implementing to elevate the quality of engagements with HCPs on a peer-to-peer basis

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