

## The Managed Markets Practice at Campbell Alliance

In the US, approximately 80% of prescription drug expenditures are now managed by private and government third-party payers. Pharmaceutical companies cannot afford to overlook the strategic importance of payers in today's marketplace or the tremendous influence they can have on the commercial performance of pharmaceutical and biotech products.

The reimbursement environment is also changing dramatically, and shifts over the next several years will have major effects on the competitive forces affecting many products. Key drivers of change include

- Medicare reform
- Government policy changes
- Increasing payer cost constraints
- New benefit and formulary management models

In addition, the ever-present threat of new branded products and generic competitors can shift the reimbursement dynamics for any given product. Companies that do not stay abreast of these potential changes and understand how they can affect their products are likely to suffer an eventual negative impact on access, revenue, and profitability.

Our Managed Markets Practice helps clients stay informed about changing conditions, understand their implications, and more effectively deal with third-party payers. The following outlines our Manage Markets Practice's service offerings:

### Market Assessment

- Conduct quantitative and qualitative research with managed markets decision makers to
  - Understand market environments
  - Test potential value propositions
  - Inform strategy development
- Use decision-support modeling and quantitative analysis to understand market conditions and inform strategy development
- Conduct scenario planning and competitive war gaming exercises

### Strategy Development

- Develop product or channel strategies for
  - Commercial managed care
  - Medicare
  - Medicaid
  - Long-term care
  - Employers
  - Hospitals
  - VA and Department of Defense

- Create, evaluate, and refine payer value propositions
- Develop pricing and contracting strategies
- Devise strategies for value-added offerings

### **Tactical Execution**

- Segment and prioritize accounts to optimize account management efforts
- Define or improve pull-through strategies, processes, tools, and messages
- Conduct training to maximize the effectiveness of account management personnel, field sales personnel, and others

### **About Campbell Alliance**

Campbell Alliance is the leading management consulting firm specializing in the pharmaceutical and biotechnology industries. The firm's clients include most of the world's "top 20" pharmaceutical companies, as well as numerous emerging and midsize firms. Campbell Alliance is organized into practice areas, each specializing in a critical industry function, including Brand Management, Business Development, Clinical Development, Managed Markets, and Sales. From its locations in Raleigh, N.C., Parsippany, N.J., Woodland Hills, Calif., South San Francisco., Chicago, and New York City, the firm serves clients throughout North America, Europe, and Japan.

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