

## Campbell Alliance – Overview of Practice Areas

Campbell Alliance is organized into practice areas, each specializing in a critical industry function.

### **Brand Management Practice**

The Brand Management practice at Campbell Alliance can help enhance the commercial performance of products from initial launch through product maturity. The firm's team members are experts at new product planning, commercial strategy development, brand planning, product launch, and myriad other aspects of maximizing the value of pharmaceutical assets. The team has also developed commercial strategies and programs in various geographic markets, including the US, Canada, Europe, and Latin America. Services include

- Portfolio planning
- New product planning
- Launch excellence
- Growth maximization
- Life cycle extension
- Capability enhancement

### **Business Development Practice**

The Business Development Practice at Campbell Alliance helps licensing executives achieve an edge over the competition. Our consultants provide experienced counsel to clients who need assistance developing business development strategies, identifying partners, prioritizing targets, evaluating opportunities, and negotiating deals.

The firm's team members include seasoned professionals in pharmaceutical and biotech business development. As consultants and industry professionals, they've identified, assessed, and executed numerous in-licensing deals, assisted out-licensors, helped clients improve internal processes for pharmaceutical business development, and helped top executives chart new strategies in corporate development. Services include

- Strategy development
- Opportunity identification
- Opportunity assessment
- Out-licensing planning
- Process improvement

## **Clinical Development Practice**

Our Clinical Development Practice is composed of operations improvement specialists who are also experts in clinical development. We have the expertise to serve as an extension of our clients' clinical development leadership teams and the focus to drive major change initiatives to completion as quickly as possible. Services include

- Electronic data capture
- Improved operational efficiency
- Strategic change

## **Managed Markets Practice**

Our Managed Markets Practice helps clients stay informed about changing reimbursement conditions such as Medicare reform, government policy changes, increasing payer cost constraints, and new benefit and formulary management models as well as understand their implications and more effectively deal with third-party payers. Services include

- Market assessment
- Strategy development
- Tactical execution

## **Sales Practice**

A combination of quantitative and qualitative factors must be addressed to get maximum sales force effectiveness, whether you're dealing with a large primary care team or a small specialty sales group. These factors include

- Deployment (targeting, size, structure, alignment)
- Support (marketing support, communications, sales force automation)
- Motivation (incentive compensation, recognition, professional development, confidence in management)
- Ability (recruiting, training, assessment)

The Sales Practice at Campbell Alliance helps pharmaceutical and biotech companies take a "total" approach to sales force optimization—and realize superior sales results. Services include

- Sales strategy
- Sales analytics
- Sales force effectiveness
- Sales training
- Sales force assessment.

## **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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