Marketing and Selling to the Pharmaceutical Industry

Campbell Alliance
Management Consultants in Pharmaceuticals and Biotech
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Overview

*Campbell Alliance is the premier specialized management consulting firm serving the pharmaceutical and biotech industries.*

*Our clients include the world’s leading pharmaceutical, biotech, medical device, and diagnostics companies.*
The Benefits of Focus

Industry Focus
- We only work in pharma and biotech.
- Our practice areas offer deeper functional expertise than other consulting firms.
- We “hit the ground running,” immediately delivering value to you.

Client Focus
- 90% of our business comes from satisfied repeat customers.
- We consistently earn extremely high client satisfaction scores, and the vast majority of clients rate us as “Superior” or “Far Superior” to other consulting firms with whom they’ve worked.
Specialized Practice Areas

Core Services

- Strategy Development
- Operations Improvement
- Implementation

Practice Areas

- Brand Management and Marketing
- Business Development
- Clinical Development
- Managed Markets
- Sales
Our Network of Clients
Selected Clients

Our clients include most of the world’s top 20 pharmaceutical and biotech firms, a host of emerging and midsize firms, and numerous companies serving the pharmaceutical industry.
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Why Campbell Alliance Helps

Campbell Alliance believes in helping to facilitate greater access to the tools, services, and resources that will help the pharmaceutical industry be more effective. As a result, it helps certain service providers more effectively market to the industry.

- Deeply understands the pharmaceutical industry’s needs and buying habits.
- Helps pharmaceutical service providers
  - Analyze and understand their markets
  - Develop product or service offerings
  - Create and validate value propositions
  - Develop strategic marketing plans
  - Help implement marketing plans (as needed)
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Services Overview

We provide a full range of marketing consulting and implementation services to companies serving—or planning to serve—the pharmaceutical and biotech industries.

Depending on client needs, we will provide some or all of these services.
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Educational Services

- Conduct industry-specific educational and training courses to help clients understand
  - How the pharmaceutical and biotech industries—and specific functions within them—actually work
  - Who their potential buyers are, as well as what motivates them
  - How their potential buyers make decisions, allocate budget dollars, and purchase products and services
  - Who their potential competitors are, and how strong they are in their market segments
  - How their products and services are likely to be received
  - What opportunities (and hurdles) they are likely to face

- Tailor educational offerings to each client’s needs, including
  - “Off-the-shelf” courses
  - Custom-designed courses

Our educational offerings are most useful for clients who have never served the industry, or who have a short history of doing so.
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Strategy Development Services

Education → Strategy Development → Marketing Planning & Support

Product Development:
- Develop or refine product offering(s)
- Identify target market and its needs
- Define value proposition
- Define key messages to communicate value proposition
- Set provisional price point(s)

Competitive Assessment:
- Identify competitive alternatives
- Assess strengths and weaknesses of competitors
- Develop strategies to address threats

Market Research:
- Conduct primary research with target market to
  - Collect feedback on offerings
  - Test response to various product concepts
  - Assess attitudes toward competitors
  - Validate target needs and refine value proposition
  - Assess pricing alternatives

Market Analysis / Forecasting:
- Understand market dynamics
- Estimate size of total market
- Assess ability to capture market share
- Develop revenue forecasts
# Marketing and Selling to the Pharmaceutical Industry

## Marketing Planning and Support Services

### Marketing Planning
- **Articulate Strategic Objectives**
  - What key things must we accomplish in 1 year? 3 years?

- **Determine Marketing Infrastructure Requirements**
  - What infrastructure must we build to meet our objectives in this environment?
    - Selling Process
    - CRM System, Sales Tracking and Reporting Methods
    - Selling Tools

- **Determine Optimum Mix of Tactics**
  - What are the right tactics and how do we integrate them?
    - Branding and Awareness
    - Lead Generation
    - Public Relations
    - Sales Support

- **Develop Implementation Plan**
  - What will it take to execute our plans?
    - Timelines
    - Budget
**Marketing and Selling to the Pharmaceutical Industry**

**Services Overview**

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<th>Marketing Tactics</th>
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Key Assets

We can leverage two key assets to enhance the effectiveness of both strategy development and marketing planning/support.

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<th>Assets</th>
<th>Features</th>
<th>Benefits</th>
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| Industry Database | - Contact information for 24,000+ industry decision makers<br>- Versatile search capabilities  
  - By industry function (all major functions, both commercial and R&D)<br>  
  - By level in organization (normalized)<br>  
  - By therapeutic area and brand (when appropriate) | - “Ready-made” target list for<br>  
  - Market research efforts<br>  
  - Outbound marketing efforts |
| Call Center  | - Skilled telemarketing personnel<br>- Access to industry database to identify call targets | - Expert market research<br>  
  - Highly effective outbound marketing efforts |
Sample Projects

- Helped a leading healthcare IT company assess the current and potential market for a new pharmacy-based direct-to-patient communication product. Formulated a value proposition for the target market (pharmaceutical companies working to deliver product-specific messages to patients) and developed key messages to support the value proposition. Helped develop and “package” the product offering and conducted primary research to gauge likely market response to it. Recommended strategies for reaching the target market employing the product with greatest customer appeal.

- Identified and assessed a pharmaceutical outsourcing firm’s opportunities to expand its services to include information management. Today, the client realizes annual revenues of more than $10 million from the sale of such services.

- Helped a healthcare information systems company to successfully re-market non-patient-specific information to pharmaceutical companies as an adjunct to its core business.

- Helped a leading CRO develop the business case, establish functional requirements, and determine the potential ROI for a suite of Web-based data collection and management products.

- Conducted in-depth market research to help a genomics company better understand customer perceptions of a recently launched product. Also led in-depth focus group discussions with key opinion leaders from pharmaceutical companies, biotechnology firms, and academic institutions to help the client explore additional opportunities in genomics.

- Conducted market research for a healthcare IT firm interested in marketing claims data to pharmaceutical companies. Evaluated the data to determine its potential value, developed a marketing prospectus, and created a list of potential buyers.