The New Commercial Excellence Model-EU/ROW

Aligning with Today's Healthcare Customer

Cost Control Initiatives

Drug Spend & Outcomes Measurement

STAKEHOLDER PROFILING

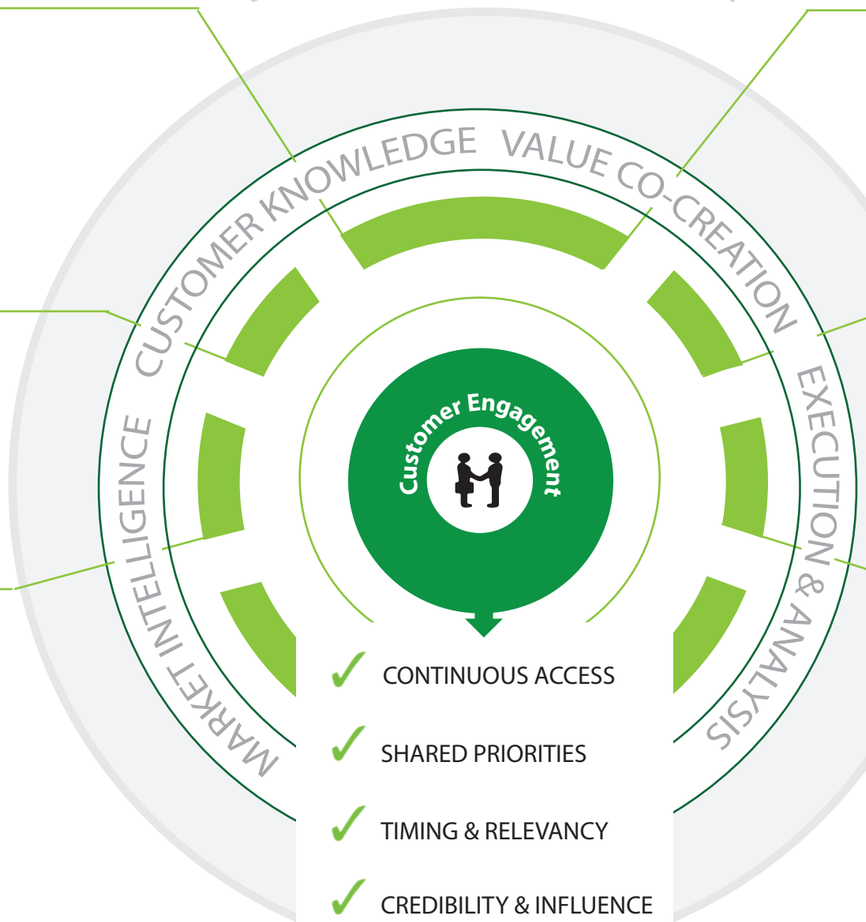
- Assessments
- Clinical Staff
- Needs Analysis
- Advocacy Groups
- Executives
- Patient/Family
- IT
- Pharmacy Dir./P & T

LANDSCAPE EDUCATION

- Deep Dive Account Packs
- HEOR
- HMO's
- Private Payers
- Hospitals
- Clinics/Practices
- Market. Access
- Specialty Pharmacies

VOICE OF THE CUSTOMER

- Steering Committee Formation
- Population Health Management
- Patient Adherence
- Primary Care
- Govt. Drug Spend/Cost Control/Measurement
- Risk Management
- Pay-for-Performance



PLATFORM BUILD

- Non-branded Tools
- Resources
- Customized Customer Outreach
- Value Proposition/Messaging Dev.
- Standards of Care Programs

ACCOUNT MGT. TRAINING

- Strategic AM Skills & Comptencies
- Account Planning & Process/CRM
- Account Team Coordination
- Coaching & Reinforcement

MEASUREMENT

- KPI Development/Benchmarking
- Interval Assessments
- Analytics & Reporting

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