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How do other pharmaceutical companies do "it"??®

Marketing Sciences Operations (MSOPs) Forum Data

*V-HOW (Virtual "How") On-the-Spot Assessments
 (Scale of 1-10, with #10 as complete agreement)*


Marketing Science Driving Insights:

- “My department’s analytic plans are tightly aligned to brand strategy.”
Average Response: 7.5 (Range: 4-10)
- “My department is as accountable as stakeholders to insure we ‘hit’ the numbers.”
Average Response: 7.0 (Range: 5-10)

Marketing Science Scope of Responsibility:

- “My department has the adequate number and quality of resources to enable our commercial organization to make fact-based marketing decisions.”
Average Response: 6.8 (Range: 4-9)
- “There are clear boundaries of responsibility between my organization and other departments that support brand teams.” *Average Response: 6.7 (Range: 3-9)*

In terms of Marketing Analysis Efforts:

In terms of your marketing analysis efforts: 

Channels	Channels undergoing the most change? Number of Votes	Channels with the most opportunity for improvement? Number of Votes
Personal Promotion	11	8
Physicians' Office	1	3
TV / Radio / Mass Media	4	5
Print		
Events	1	1
Direct Mail		
Internet	12	9
Relationship Marketing	9	12

N = 14 Marketing Science Executives

Marketing Science Executives selected the following:

- Top 3 channels that are undergoing the most change strategically
- Top 3 channels that warrant analytic improvement from Marketing Analytics' personnel

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