

Managed Markets Marketing

TGaS[®] Advisors Managed Markets Marketing Benchmark provides a comprehensive framework for capturing the current state of a pharmaceutical or biotech company's managed markets marketing functions and comparing the results to other pharmaceutical or biotech companies. Our proprietary methodology yields a sophisticated capability, resourcing & GAP analysis which provides our clients fact-based insights and recommendations for improving the efficiency and effectiveness of their managed markets marketing.

We analyze, compare and contrast your strategies, organization, processes and capabilities with those of other member companies. This allows us to provide managed market leaders insights about optimizing the efficiency and effectiveness of their managed markets marketing organization.

Areas of Focus

The Managed Markets Marketing Benchmark is designed for leaders of managed markets marketing to help evaluate the range of managed market issues, strategies and tactics for marketing to managed care customers and health care professionals. This benchmark captures information and provides insights and observations in the following areas:

- Channel Strategy
- Market Research, Customer Insights
- Customer Marketing
- Pull-through
- Reimbursement Operations
- Policy and Advocacy
- Health Economics and Outcomes Research

Working with TGaS Advisors

As with other TGaS Advisors solutions, the benchmarking process is just the foundation of our partnership. Our toolkit includes valuable resources to improve the efficiency and effectiveness of your marketing team including:

- Benchmark implementation support
- Business planning and strategy mapping exercises to provide strategic focus and alignment of activities with the company's core needs
- Custom advisory sessions on a wide range of technical and management issues
 - "Virtual How" surveys to assess "How other pharmaceutical companies do it" to ongoing, client driven topical benchmarks to address client issues as they arise
 - Semi-annual client summits, a day of offsite to learn, share and network with your industry peers in a "non-selling" environment

About TGaS Advisors

Today, TGaS Advisors is the leading benchmarking and advisory services firm serving pharmaceutical commercial operations organizations. We provide the only comprehensive series of benchmarking solutions and advisory services for objectively improving the strategy and effectiveness of pharmaceutical operations organizations.

TGaS Advisors' proven methodology and deep proprietary database provides objective actionable insights for our clients and allows operations executives to take a proactive and strategic approach to supporting the commercial organization.

Our solutions help our clients to:

- Evaluate and improve effectiveness
- Assess capabilities
- Support improvements in efficiency
- Consider organizational alternatives
- Address strategy, tactics and optimal practices
- Establish goals and performance measures
- Gain access to ongoing trusted advisor network
- Develop transformational roadmap
- Maintain a fact-based, outside-in perspective