

Managed Markets Benchmark

Summary

TGaS® Advisors focuses on providing clients with fact-based answers to the question: “**How to other pharmaceutical companies do ‘it’?**”®

The TGaS Advisors Managed Markets Benchmark provides a comprehensive method for optimizing the Managed Markets functions of Marketing, Account Manager Sales, HQ Support Functions and Contract Management through collaborative benchmarking.

Background

TGaS Advisors has been offering the Managed Markets Benchmark since the fall of 2006. Currently, we have 20 pharmaceutical companies participating in our benchmark solution and growing. The companies range from the small to the very large, for a good comparative sampling of data. The Managed Markets solution is led by Brian Bamberger. Brian has 20 years of experience in managed markets measurement, strategy, targeting, value-added programs and pull-through programs.

Area of Focus

The Managed Markets Benchmark focuses on 13 key functions including:

- Managed Markets Organization and Management
- Organizational Structure and Roles
- Policy and Advocacy
- Health Economics and Outcomes Research
- Channel Strategy Development
- Managed Market Marketing and Pull-Through
- Reimbursement Operations
- Incentive Compensation
- Training for Managed Markets Teams
- Proposal Development and Approval
- Contract Management
- Field Reporting Technology
- Account Analysis and Performance Measurement.

For more information about The Managed Markets Benchmark, please contact Brian Bamberger at bbamberger@tgas.com or visit www.tgas.com.

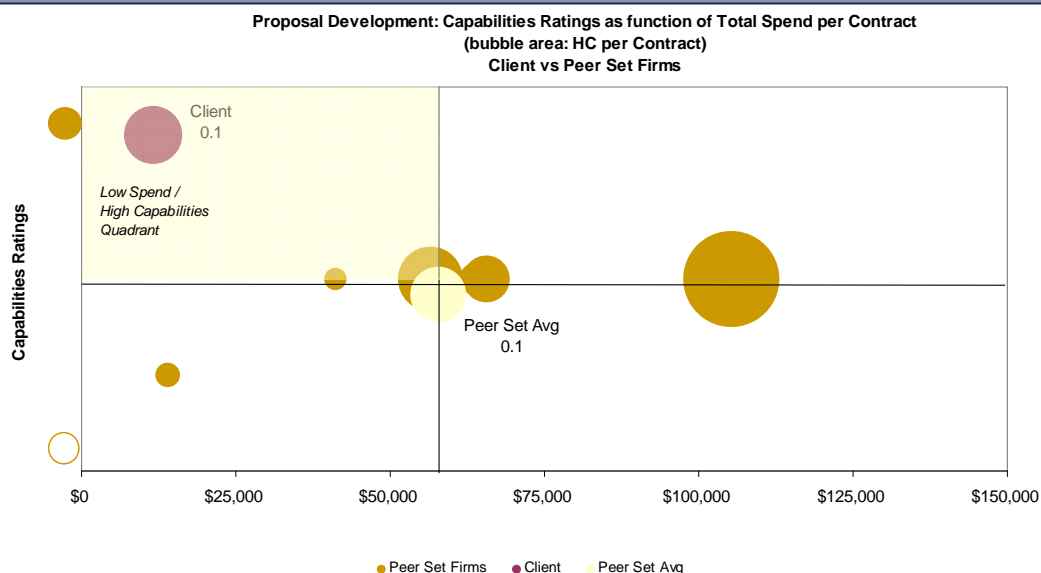
Deliverables

- Benchmarking Support - Interviews and analysis of resources, strategies, and capabilities
- Advisory Support - Virtual How or Mini-Benchmark: ask a question anytime, urgent support
- Peer-to-Peer Support - Invitation-only Summits, issue-related client connects
- Business Planning Support - Actions plans, goal setting, strategy mapping, org and career guide
- Future Scenario Sizing Models – Statistically significant regression analyses used to predict sizing of account management & contract management teams based on future company scenarios

Key Reasons to Engage TGaS Advisors' Managed Market Benchmark

- Document the current situation compared to peers in order to answer outside questions or substantiate needs for resources.
- Gain competitive intelligence to understand the current landscape and movement.
- Improve processes with best practices and “outside-in” views as opposed to vendors selling solutions.

Sample Analysis: Contract Proposal Development Resource & Capabilities



Key Advantages of Working with TGaS Advisors

- Professionals conducting the benchmark have 20+ years experience in managed markets.
- Depth and breadth of our managed markets database (20 Pharma companies and over 10,000 data points).
- Hands-on benchmarking and fact-based insights with confidentiality maintained.
- Comparisons to peer set are customized to similar type/size companies and adjusted using our patent pending Normalization Indices

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