

QuintilesIMS Commercial Outsourcing Solutions

Paving the path for your product's success

Product launches are notoriously difficult, with most brands not achieving their year-one forecast. With so much at stake, being armed with sound strategies and an agile approach to get to market and realize value quickly can make all the difference. With our deep therapeutic and commercial expertise – powered by advanced, actionable analytics – QuintilesIMS helps pave the path for your product's success.

Realize your product's potential with a more realistic assessment

With **QuintilesIMS Commercial Outsourcing Solutions**, we partner with you to plan, build, execute and optimize the success of your product.







Commercial outsourcing solutions			
Full spectrum of commercial services with deep therapeutic expertise 	Interoperable technology 	Advanced analytics informed by connected healthcare information 	Experienced field-based team deployments (MSLs, NAMs, CNEs, Sales) 



*IDC MarketScape named IMS a **global leader in Sales & Marketing Business Process Outsourcing** for 2015*

*International Association of Outsourcing Professionals (IAOP) named IMS to its **2016 Global Outsourcing 100 List***

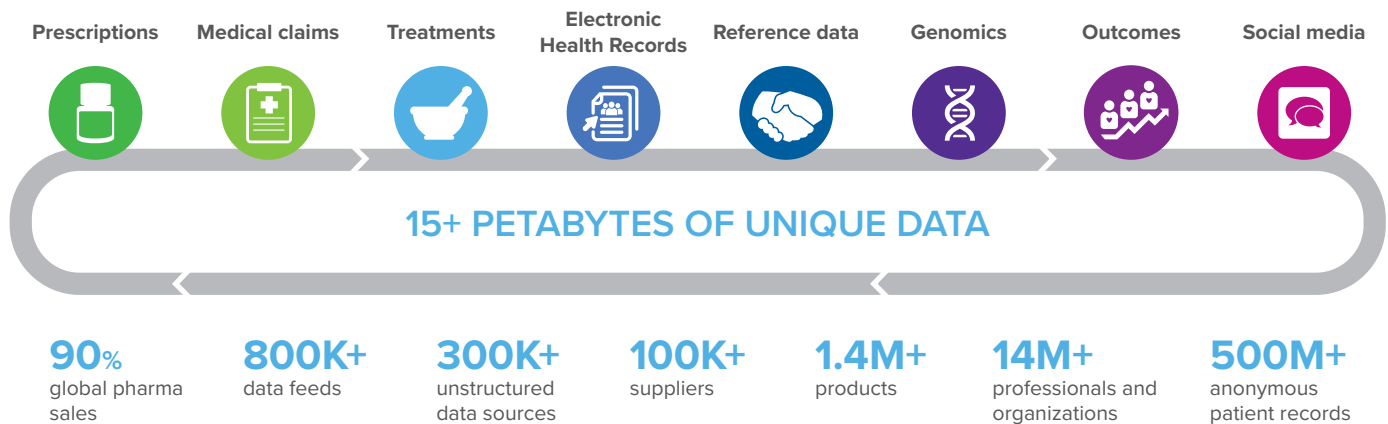
Helping to create maximum value for you

-  **Retain strategic control** of your product's IP, strategic marketing and pricing
-  **Maximize the value of both your product and company** by retaining your revenues with experts in launch planning and execution
-  **Make informed and more timely decisions** with access to more meaningful, connected healthcare information that delivers real-time actionable insights across your commercial enterprise
-  **Minimize operational risk** by using a deeply experienced, proven commercialization team that can be rapidly deployed for your product
-  **Coordinate internal and external teams** by ensuring seamless integration while maintaining common promotional standards and practices
-  **Ensure future flexibility** by building near-term value with future strategic alternatives in mind and allowing resources to be used to promote future pipeline assets

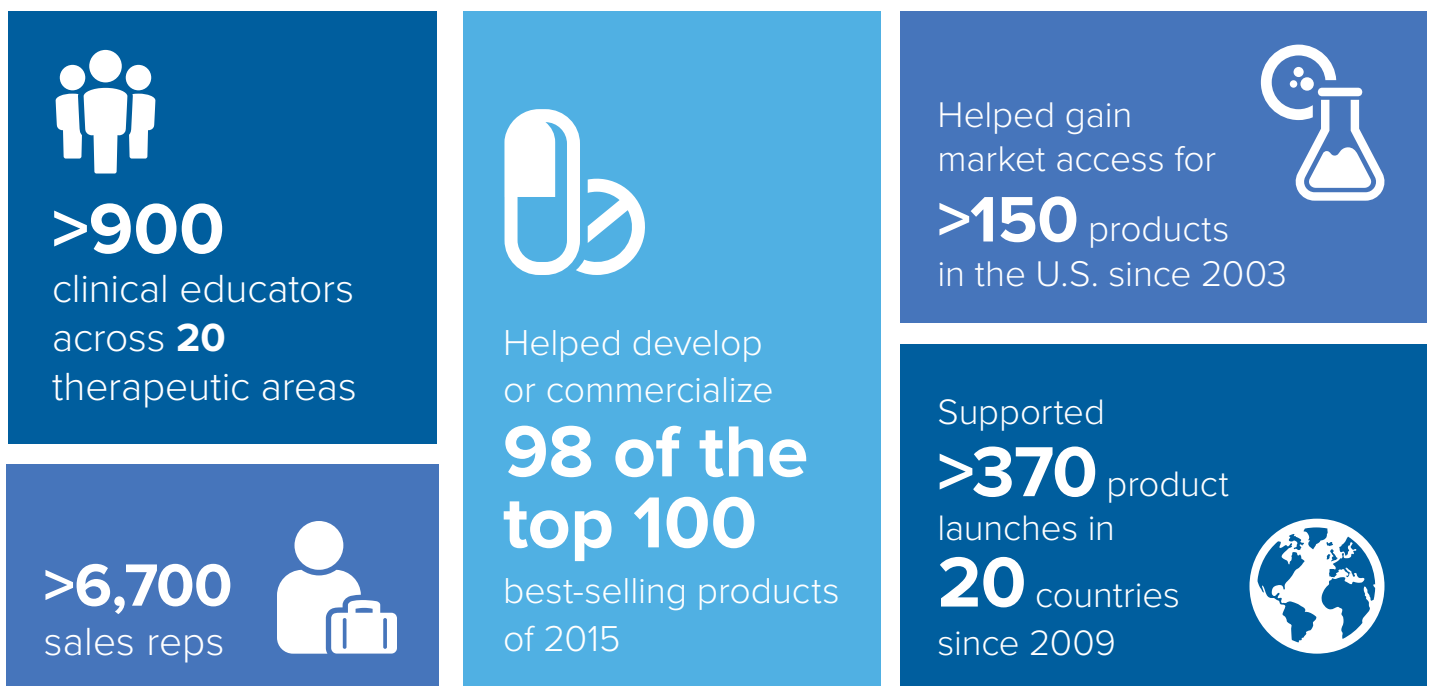
Deliver true end-to-end commercial solutions across the product lifecycle

Commercial Strategy	Patient & Provider Engagement	Managed Markets	Field Planning
<ul style="list-style-type: none"> • Market access • Forecasting • Pricing and reimbursement • Strategic planning and launch excellence • Market research • Commercial assessment • Experienced marketing directors and managers 	<ul style="list-style-type: none"> • Clinical nurse educators • Medical science liaisons • Patient adherence programs • HCPs and staff education • Clinical trial support • Reimbursement support 	<ul style="list-style-type: none"> • Account management • Contract and rebating support • Co-pay strategy and management • Trade and distribution • Clinical services • Meeting planning and logistics • Reimbursement specialists • Securing formulary coverage 	<ul style="list-style-type: none"> • Size & structure • Territory alignment • Targeting & call planning • Account planning • Incentive compensation design • Quota setting • Administration & reporting
Medical Communications	Multichannel Marketing	Sales	Compliance & Transparency
<ul style="list-style-type: none"> • HCP/patient marketing and education programs • Market development programs • Strategic publication planning • KOL engagement strategies • Advocacy development • Advisory boards 	<ul style="list-style-type: none"> • Integrated channel management • Virtual detailing and education • Direct mail • Digital communication • Campaign management • Medical education events • Speaker programs • Web seminars • Online networks 	<ul style="list-style-type: none"> • Primary care and specialty teams • Consumer sales • Proof of concept • Vacancy management • Service specialists • Telesales • Regional strike force • Hybrid rep models 	<ul style="list-style-type: none"> • Compliance SOP • PDMA training and oversight • Sales compliance programs • Sample fulfillment • Inventory audits • Aggregate spending design and tracking
Proven analytics driving deep, actionable insights	Integrated commercial SaaS applications	Interoperable information management platform	

Choose the company that offers superior data capabilities



QuintilesIMS: Deep therapeutic and commercial experience



When it comes to commercialization, meaningful results require the right approach. QuintilesIMS will help you realize commercial success.

