

CBI's Executive Forum on Contract Sales Strategies for Bio/Pharmaceutical Companies

Flexible Sales and Promotional Models for Enhanced Business Profitability

JUNE 21-22, 2011 • CROWNE PLAZA DOWNTOWN • PHILADELPHIA, PA

Conference Chair:



Daryl Gaugler,
Senior Vice President,
Commercial Solutions,
Quintiles



Mark Gleason,
Senior Vice President,
Aptilon DMD



Brenda Varney,
Director, Established Brands,
UCB Pharma



Christopher Holl,
Director, Marketing,
sanofi-aventis



Matthew Witte,
Vice President, Sales,
Somaxon Pharmaceuticals



Mohamed Issa, Pharm.D., MBA,
Senior Brand Manager,
Marketing,
Pfizer Inc



Anthony Zecca,
Former Senior Director,
Sales Strategy, Effectiveness
and Innovation, **AstraZeneca**

Unique Perspectives from:



David Bernard,
Managing Director,
DB Marketing Technologies



Michael Leonetti,
Executive Director,
Contract Sales Forces,
Boehringer Ingelheim



Karl Braun, Former Vice President,
U.S. Sales, **Specialty Biologics**;
General Manager, Specialty Care
Business, Puerto Rico, **Pfizer Inc**



Craig McGettigan,
Associate Director,
Marketing Operations and Analytics,
Bristol-Myers Squibb



Kevin Danylchuk,
President and General Manager,
Vanguard Pharma



James Meyer,
Former Senior Vice President,
TenX Biopharma Inc.



Dean P. Erhardt, MBA,
Principal,
D2 Pharma Consulting, LLC



Dan Steiber, R.Ph.,
Principal,
D2 Pharma Consulting, LLC



Neil Ferguson,
Vice President,
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MAIN CONFERENCE

Day One – Tuesday, June 21, 2011

7:45 *Conference Registration and Continental Breakfast*

8:45 *Chairman's Welcome and Opening Remarks*

Daryl Gaugler, Senior Vice President, Commercial Solutions,

Quintiles

*Mr. Gaugler oversees the U.S. Commercial Solutions business with operations in the United States and Canada. As a founder of the U.S.-based outsourcing unit, Mr. Gaugler has built over 100 field sales teams in six years with **Innovex**, which includes establishing twelve new commercial companies and launching forty-one new products. Mr. Gaugler has led innovations in the outsourcing arena including establishing the first full-time outsourced team, the first fully outsourced launch, the first specialty full-time team, the first risk-based initiative and the first web-based sales force automation tool. Prior to joining Innovex, Mr. Gaugler entered the outsourcing arena with **MMD** as a Regional Sales Director. He also spent numerous years with **Bristol-Myers Squibb** in various senior sales positions.*

– Opening Address –

9:00 **Evaluate the Present Landscape for Utilizing Contract Sales**

Using contract sales forces in conjunction with your sales force can be beneficial in optimizing business profitability. This session provides an overview of how sales and marketing teams are currently working together and looking to outsource for maximum flexibility and growth.

- Review changes that have been taking place across the industry
- Discuss the current outlook for internal sales forces

*Karl Braun, Former Vice President, U.S. Sales, **Specialty Biologics**; General Manager, Specialty Care Business, Puerto Rico, **Pfizer Inc***

9:45 **Create a “Hybrid” CSO Model for Start-Up Operations**

Start-up operations often have limited resources yet require much flexibility for successful growth. During these case studies, hear two successful examples of companies that hired the sales management team but outsourced the representatives to a CSO.

- Learn what made these “hybrid” models successful
- Understand how the management team and outsourced reps worked together

Matthew Witte, Vice President, Sales,

Somaxon Pharmaceuticals

10:30 *Networking and Refreshment Break*

11:00 **Utilize Highly Trained Sales Reps for Specialty Products**

The industry realizes that the “one-size-fits-all” sales rep model is no longer working, especially with the growing market of specialty products. To increase the number of sales reps with more extensive experience and education than primary care reps, pharma companies can utilize CSO reps. Because these specially-trained reps have the needed expertise to promote specialty products, companies are able to more effectively sell. During this case study, discuss several cost-effective options for specialty sales.

- Assess the level of expertise needed by specialty sales reps versus primary care reps
- Review increased efficiencies from utilizing contract reps for specialty products

*James Meyer, Former Senior Vice President, **TenX Biopharma Inc.***

11:45 **Portfolio Evaluation and Product Selection for Contract Sales**

A company’s languishing products may become more profitable through strategic repositioning and re-launching techniques. The strategy may be implemented using contract reps whose skills are different than those of highly-trained primary care reps. During this session, learn the methods for determining which products may be the best option for this approach.

- Assess the timeline of patent expiration to determine which products should be the focus of investment
- Determine what level of sales force is needed to meet the promotion required
- Examine what the expected ROI would be from utilizing CSO reps in this capacity

*Neil Ferguson, Vice President, Commercial Sales, **Quintiles***

12:30 *Networking Luncheon*

1:45 **Define the Qualifications Needed When Considering a CSO Partner**

There are many options to choose from when considering a contract sales organization. In order to select the company that will provide you with exactly what you are looking for, there are certain factors to be considered and qualifications to be met. During this case study, understand the criteria that should be used when comparing available options and how to go about making the final determination of which company to partner with.

- Clearly define the objectives and goals for outsourcing
- Prioritize what qualities the potential CSO must possess

*Christopher Holl, Director, Marketing, **sanofi-aventis***



2:30 **Select the Most Appropriate CSO Partner and Construct a Collaborative CSO Contract**

Many considerations are reviewed when evaluating and selecting the most appropriate CSO partner for a given project. Each project will have its own needs and challenges hence the evaluation and selection of CSO partner is multi-factorial. Once a partner has been selected, internal stakeholders must come together to determine what specific details the contract should entail to ensure your requirements are met by the new sales team and its supporting management. In addition to the basics such as compliance and liability, other contractual agreements should be considered including performance metrics timelines. During this case study, hear how Pfizer selected and worked with a CSO on a unique project to drive business.

- Review what considerations should be evaluated when selecting a CSO for a unique project
- Understand contractual considerations that make for improved execution and partnerships

Mohamed Issa, Pharm.D., MBA, Senior Brand Manager, Marketing, Pfizer Inc

3:15 *Networking and Refreshment Break*

3:45 **Benefit from Innovative Performance-Based & Value-Driven Approaches When Using a CSO**

Contract sales organizations offer the pharmaceutical industry flexibility, risk-mitigation and overall cost-effectiveness by definition. In this session, go beyond the “set program budget” contractual approach to explore different options regarding CSO fee structures/ compensation strategies that can help drive win-win outcomes for the CSO-client partnership. Real-world cases are explored and the pros and cons of each approach are presented — the emphasis will be on various types of “pay-for-performance” contract structures.

Kevin Danylchuk, President and General Manager, Vanguard Pharma

4:30 **Implement a Change Management Policy to Engage Your Internal Sales Force**

As pharmaceutical companies increasingly use CSOs, management must be keenly aware that this will undoubtedly affect the morale of the internal sales force if not managed properly. The attitude of the internal sales force could greatly impact productivity, thus proactive steps must be taken to ensure employees do not feel threatened and are able to adapt to the change. During this discussion, learn how to manage the changing dynamic of your sales team and boost internal morale.

- Understand the common misconceptions about why CSOs are being used
- Define the changes your internal sales force can expect to see
- Incorporate an effective change management policy into practice

Anthony Zecca, Former Senior Director, Sales Strategy, Effectiveness and Innovation, AstraZeneca

5:15 *Close of Day One*



Day Two – Wednesday, June 22, 2011

8:00 *Continental Breakfast*

8:45 *Chairman’s Review of Day One*
Daryl Gaugler, Senior Vice President, Commercial Solutions, Quintiles

9:00 **Align CSOs with Internal Sales Force Objectives**

There are benefits to implementing the embedded deployment model and treating your CSO reps as full-fledged employees. Management must understand the relationship between outsourced reps and internal sales reps to ensure that the collaboration is productive. This session outlines the effective tactics management can use during the integration process and identify best practices to contract sales strategy.

- Detail the benefits of fully integrating the two sales forces
- Discuss the reasons why some companies would keep the sales teams separate
- Highlight how your veteran sales reps can educate the CSO reps, and how these reps’ perspectives can make your overall team more robust and effective

Michael Leonetti, Executive Director, Contract Sales Forces, Boehringer Ingelheim

9:45 **Expedite Launch with Outsourced Trade Sales and Managed Markets Organization**

Launching a new product, especially as a new organization, is a complex and time consuming process. Many companies fail to realize the key activities that need to occur when launching a new product and to understand the resources and timelines needed to do the job right. How are the required activities different depending on the product? How does the delivery model change when distribution is for a traditional pharmaceutical product versus a biologic, an oncology product or a device? How does your relationship with a payer change depending on product type and coverage benefit? How do you get in the door when you have no existing relationships? This session provides insights on what outsourcing can do to support market goals and how an outsourced trade sales and/or managed markets organization can save time and money while expediting your key launch activities.

- Understand how outsourcing can increase profitability
- Learn how outsourcing can save capital needed for growth
- Know why certain activities need to start long before PDUFA
- Hear how to leverage someone else’s market relationships

Dean P. Erhardt, MBA, D2 Pharma Consulting LLC
Dan Steiber, R.Ph., Principal, D2 Pharma Consulting, LLC



5:15-6:15 **Networking, Wine & Cheese Reception**

Join colleagues and friends in a relaxed setting.

Photo by: Photolink / Getty Images

10:30 *Networking and Refreshment Break*

11:00 **Leverage Outsourced Alternative Sales Channels**

With reductions of company sales forces and effectiveness, what cost-effective options are available to expand coverage, reach and frequency? Through strategically incorporating call centers, virtual representatives, web detailing and other non-personal techniques, pharma can promote well-established products with great flexibility and cost management. During this discussion:

- Review the different available non-personal options
- Discuss the benefits to each representation and channel
- Examine strategic applications to complement and extend sales resources and share-of-voice

Mark Gleason, Executive Vice President, Corporate Development, Aptilon DMD

11:45 **Ensure CSO Performance Meets Sales Expectations**

Once partnered with a CSO, you should expect the CSOs performance will reflect the expectations detailed by the contract. To ensure that your product promotion is successfully executed, management must examine the financial aspects, the contract, the sales force messaging and training. During this case study, hear how UCB partnered with a CSO during October 2008- March 2010 for one of their highly successful brand promotions.

- Assess the performance metrics
- Review how the contract determined the CSO's function
- Discuss lessons learned from the partnership

Brenda Varney, Director, Established Brands, UCB Pharma

12:30 *Networking Luncheon*

1:45 **EXTENDED SESSION:**

Utilize a Pro-Forma Approach to Ensure Financial Return with CRM Programs

During this case study, review several critical questions when selecting and determining a campaign or CRM tool. These questions include: What is a Pro-Forma Approach? When should a team consider a Pro-Forma Approach? Who should be responsible for developing and communicating the approach? Pro-Forma is an evaluation tool that can be used to ensure a campaign or project is a sound financial investment prior to making a commitment. This approach should be used when considering a new campaign or CRM program, as well as reviewing a current program that will incur significant changes. This case study reviews a high level view of a Pro-Forma example to explore the benefits to this approach with CRM and campaign management.

- Define a Pro-Forma Approach
- Know when to use this approach
- Understand who is responsible for developing and implementing Pro-Forma

Craig McGettigan, Associate Director,

Marketing Operations and Analytics, Bristol-Myers Squibb

David Bernard, Managing Director, DB Marketing Technologies

2:45 *Close of Conference*



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- Contract Sales
- Field Operations
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This conference will also benefit Contract Sales Organizations, Consultants and companies providing services for sales force effectiveness and training.

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