

**commercial**  
identify, promote and  
prove *treatment value*

# Quintiles has built an unmatched suite of commercial competencies that biopharma companies are leveraging for faster market access and sustained success.

## Commercial solutions and *the New Health*

For every biopharma company, it's the ultimate goal—a drug that delivers demonstrable patient benefits, that physicians recommend and prescribe, and whose cost/benefit profiles payers endorse. Only one other goal is more urgent—replicating success again and again.

**The challenges** The commercial process has become much more challenging and problematic. In response, companies are restructuring commercial operations, redefining core capabilities and intensifying their focus on managing risk to deliver greater value and improve patient outcomes.

*The New Health* is the fast-morphing world of biopharma. As the leading provider of commercial solutions in the biopharma industry, it is a landscape that Quintiles is helping to shape, and one in which we are uniquely positioned to identify, promote and prove treatment value.

## Why customers choose Quintiles for commercial solutions

In *the New Health*—defined by the imperatives of cost, speed and stakeholders' diverse interests—differentiating products and building sustainable markets must start at the clinical development phase. Drawing on our clinical and commercial expertise and resources, Quintiles can optimize success throughout the product life cycle by identifying, promoting and proving value.

**Identify value** Quintiles draws on experience and data in stakeholder assessment, sales and marketing, which helps us to identify outcome and pricing requirements to demonstrate unique value. We create commercial solutions that consistently achieve quality results.

- To help support your brand's commercial initiatives, Quintiles has developed strong relationships with key gatekeepers in local markets worldwide, including opinion leaders, physicians and patients
- To help shape your strategies, Quintiles has more than 300 medical doctors and approximately 400 PhDs on staff, working in all major therapeutic areas

**Promote value** Quintiles has managed hundreds of sales teams in primary and specialty care in 30+ countries. Drawing on three decades of experience, market insights, and outcomes research, we help create the best product profiles, then plan and create multi-channel campaigns to deliver the right value messages to the right stakeholders at the right time. The results are impressive.

- We've helped launch 30 of the world's top-selling drugs. We've helped market 21 of the top 30 best-selling oncology products in 2008 and more than half of the "breakthrough" products introduced in the last 12 years
- Quintiles performed more than 250 analyses and helped generate data to enhance the formulary access of 60 brand launches in 2009

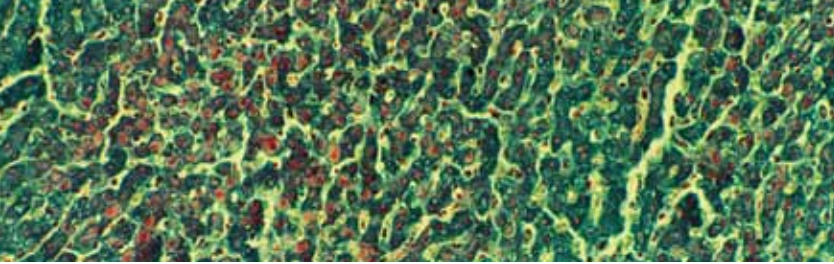
Foundational:  
*expertise, ethics,  
analytics, access*

### Therapeutic *expertise*

Throughout commercial development, customers have access to thousands of Quintiles' own medical and research experts, as well as academic centers and investigators worldwide.

### Patient *ethics*

Quintiles currently provides patient-centric health management programs across multiple channels in 30 countries and 48 languages.



- We've created education programs to drive market access and patient adherence, reaching payers, patients and physicians in 30 countries and 48 languages
- We've conducted over 70 patient-centric programs since 2005 in some of the world's most challenging healthcare environments to help patients take their medications and better control their illnesses

**Prove value** Analyzing data from our clinical educators and patient adherence programs worldwide, we are able to prove real-world outcomes and demonstrate real, differentiated value.

- Across three continents, Quintiles conducted project and data management services for the largest ever observational study of Type II diabetes
- More than 2 million patients in the U.S. and a growing number in Europe have signed on to iGuard, a proprietary, web-based service that helps monitor the safety of medications. We can access patients directly and integrate their feedback into solutions we develop for customers
- Focusing on real-world outcomes, our patient adherence programs have recorded landmark successes. For example, adherence for a multiple sclerosis drug increased from 78% to 98%; and for a diabetes medication, from 69% to 91%, reducing the likelihood of associated illnesses, hospital admissions, and the impact on provider and payer

## Global sales network

Quintiles maintains the largest commercial footprint in the industry—a global infrastructure of people and information that our customers leverage to accelerate the launch of their products in untapped markets.

- We field 10,500 medical sales representatives in countries around the world
- Quintiles has 250+ in-country regulatory experts
- Our staff includes 40 medical writers covering every region and time zone
- We have built, as needed, more than 20 medical science liaison teams in the United States, Europe and Japan, and 14 multi-country sales teams across a number of European countries

Following are examples of recent innovations.

**Quintiles and Lilly** partnered to introduce its anti-depressant, Cymbalta, in the U.S. Together, we developed a sales model, including significant upfront investments by Quintiles, to support 500 representatives, and 50 managers and trainers. Since launch, Cymbalta has been used to treat more than 1 million patients, and has exceeded sales forecasts in three out of four years.

**Quintiles and Roche** In this innovative arrangement in Italy, Quintiles brought 50 members of Roche's primary care sales team into our own organization so that Roche could focus on its secondary care products. We assumed the entire task of managing and resourcing the sales process for Roche's mature products in Italy for a number of years. The results: sales targets were met or exceeded, and goals for operational metrics have been met.

## Data analytics

No one has more data on real-world drug outcomes, involving thousands of physicians and patients in hundreds of sites on three continents.

## Global access

Quintiles maintains the industry's largest commercial footprint—a global infrastructure that helps customers accelerate product launches in untapped markets.

The ideal time to start creating positive commercial outcomes is not toward the end of the drug development cycle but at its very inception.

## Core commercial competencies

Many biopharma companies are rethinking the role that strategic partnerships can play in identifying, promoting and proving value, and are leveraging Quintiles' core competencies to stake out sustainable claims in *the New Health* environment.

**Brand solutions** Both pre- and post-launch, we can provide highly integrated commercial solutions and marketing management expertise to undertake total or partial responsibility for a brand. Quintiles designs solutions that help optimize the success of the brand, maximize revenue and manage portfolios more efficiently.

**Product solutions** Your goal—faster market access and sustained commercial success. During development, Quintiles draws on extensive clinical and commercial expertise to drive commercially-guided clinical strategies. We help customers prioritize portfolios; map product and stakeholder needs; formulate environmental scenarios; and develop differentiated, value-based product profiles.

**Regulatory & market access expertise** Our market access strategies and analyses will help you to identify outcome, pricing and reimbursement requirements to best present your product's unique value to stakeholders.

**Patient-centric services** We provide customers with data from “real life” outcomes, support patient relationships with medical professionals and help patients enjoy healthier lives through education and adherence programs. By identifying and leveraging the right tools, we can help you demonstrate and achieve positive patient outcomes—from health guides and fact sheets to personalized care managers, home visits or outcome studies.

**Multi-channel delivery** We deliver the right stakeholder messages, at the right time and in the medium most likely to deliver maximum impact. With a commercial presence in more than 30 countries and access to the full Quintiles infrastructure in 127 locations in 59 countries, we identify ways to balance resourcing in single or multiple markets as portfolio needs adjust to the product pipeline, regulatory approvals and market fluctuations.

**Medical communications** Creating the right messages depends not just on our writers' talents and skills, but also on their access to Quintiles' deep resources. Unlike other agencies, our writers and strategists are well-versed in market analytics and prescriber segmentation. For each of your brands, we can create, test and measure marketing messages to reach target prescribers, key opinion leaders and managed care providers; communicate with scientific integrity; and contribute to an effective launch and life cycle brand positioning.

## What can we achieve together?

Let us show you how Quintiles delivers on its promises.

Inquire at [commercial@quintiles.com](mailto:commercial@quintiles.com)  
Visit us at [www.quintiles.com/newhealth](http://www.quintiles.com/newhealth)