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- > Sales Force Effectiveness
- > Patient Focus
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Welcome to a new business model





Global strength with local sensitivity

Innovex is the leading provider of commercial solutions to pharmaceutical and biotech companies around the world.

With an international network of offices in 31 countries, we don't just see the big picture - we're part of it.

Innovex is a member of the Quintiles Transnational family of companies with nearly 20,000 employees in 50 countries, including the resources of the world's largest contract research organization. This affords you unparalleled access to knowledge, data, advice and therapeutic expertise at every stage in your product's evolution into a brand.

Having all of the commercial answers to meet the industry's needs in one place was the vision we had when Innovex began almost 30 years ago. We started a revolution at the time and have been supporting and driving patient health ever since.

Now our business model is all about embracing change and adjusting to the demands of the next generation in healthcare.

We've come a long way with the industry. We're poised to go a lot further.

What are the most effective ways to enter a new market?

How
do
we
win
payer
support?

Change is
certain and
we're
charting
the course

The biopharmaceutical industry faces some tough challenges over the next few years.

We've already seen the globalization of the healthcare business with strategies frequently developed at the global level for local implementation.

Governments are applying more and more pressure on pricing, so product differentiation and added value are more vital than ever. The demand for return on investment is so great that it constantly challenges the role of the sales representative versus new ways of reaching customers.

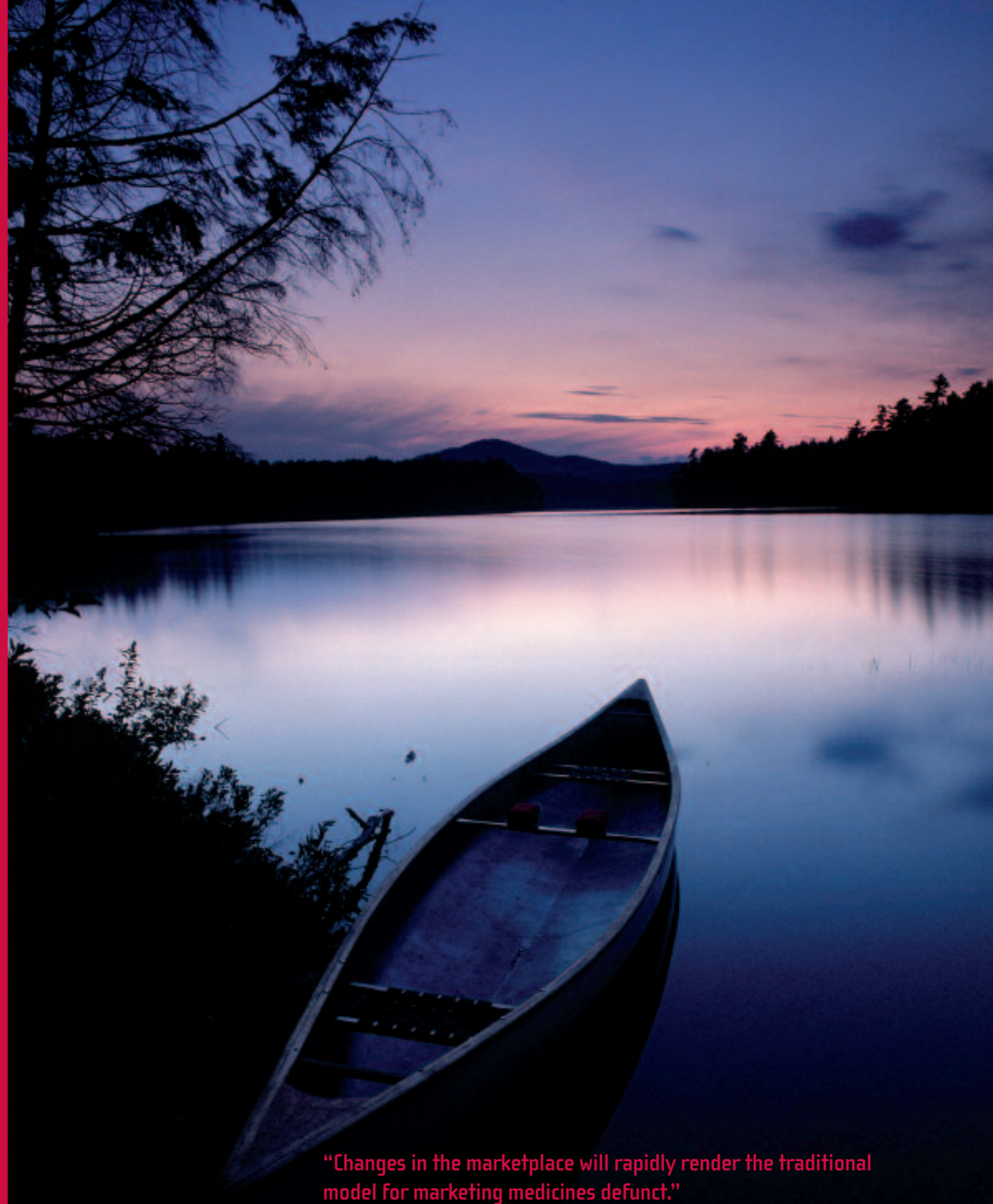
Meanwhile an ageing population demands new drugs – terminal illnesses are now reclassified as treatable, chronic conditions and fresh markets are emerging that promise new patients.

It seems in our shared future the only certainty is change.

The forces at work in transforming the market are significant. The rules are being rewritten to such an extent that there are no rules anymore. Business survival will depend on a willingness to adapt.

At Innovex, we're not just taking a look at a changing industry but doing something about it by developing insightful strategies and integrating commercial solutions to ensure that your business stays ahead of this sea change.

We call it 'Business Science'. It's the way forward.



"Changes in the marketplace will rapidly render the traditional model for marketing medicines defunct."

The new business model is here

A power shift is occurring within the healthcare industry that simply can't be ignored.

The future of drug approval, pricing, reimbursement and sales is now in the hands of policymakers. While the physicians' role in healthcare is vital, they no longer enjoy the amount of prescription freedom they once had with the increasingly enforced use of guidelines and formularies.

The reality is:

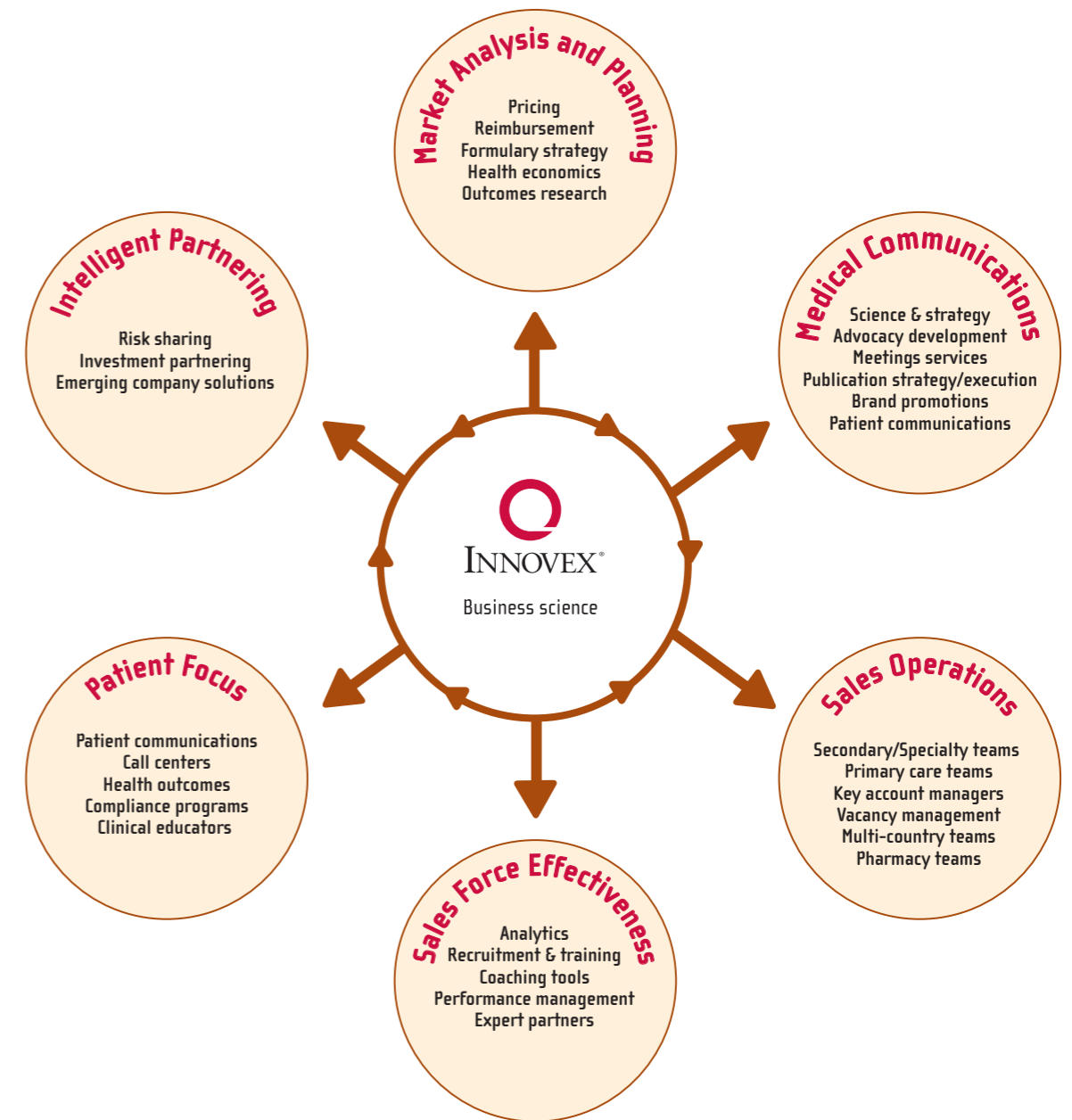
The commercialization model is changing and businesses need to change with it.

The days of 'How many sales people do I need?' are, for the most part, long gone. The pharmaceutical marketplace has changed forever and successful commercialization is now a far more complex undertaking, requiring an innovative, analytical approach with the appropriate sales and marketing data.

Innovex understands this change and is constantly developing new services and strategic approaches to meet the challenges. Wherever it is around the world that you'd like to sell drugs or medical devices to customers, we can work with you to establish the right approach that will optimize returns and minimize commercial risk.

Some, if not every single element of the new commercialization model may apply to you and your objectives at hand or the outcome required.

But one thing is for sure, whichever services you need we will provide a dynamic, dedicated commercial team.



What's the fastest route to getting our drug approved?

For every marketplace question there's a Business Science answer

Our new commercialization model is designed to equip us with all the tools needed to plan the right sales, marketing and communications strategy for you.

Delivered with clarity and insight every step of the way.

Market analysis and planning

You'll find market entry readily facilitated through tapping into our broad range of consulting services. We offer you extensive and unmatched experience across all therapeutic areas in most major regions and a deep understanding of the diverse regulatory environments that can be encountered worldwide.

Our expert teams can help you reach new markets cost-effectively and are equipped to prepare pricing and reimbursement studies and support.

Issues relating to out-licensing are addressed by the team in consultation with you. We will help you understand what outcomes are needed to secure drug approval, influence opinion leaders and win prescriber support.

With Innovex as your partner, it's actually quite a small world.



Delivering your message to the medical community

At Innovex, our medical communications group applies our deep scientific background and medical expertise to create communications that are both engaging and clinically relevant to a doctor's practice, key opinion leaders and managed care providers.

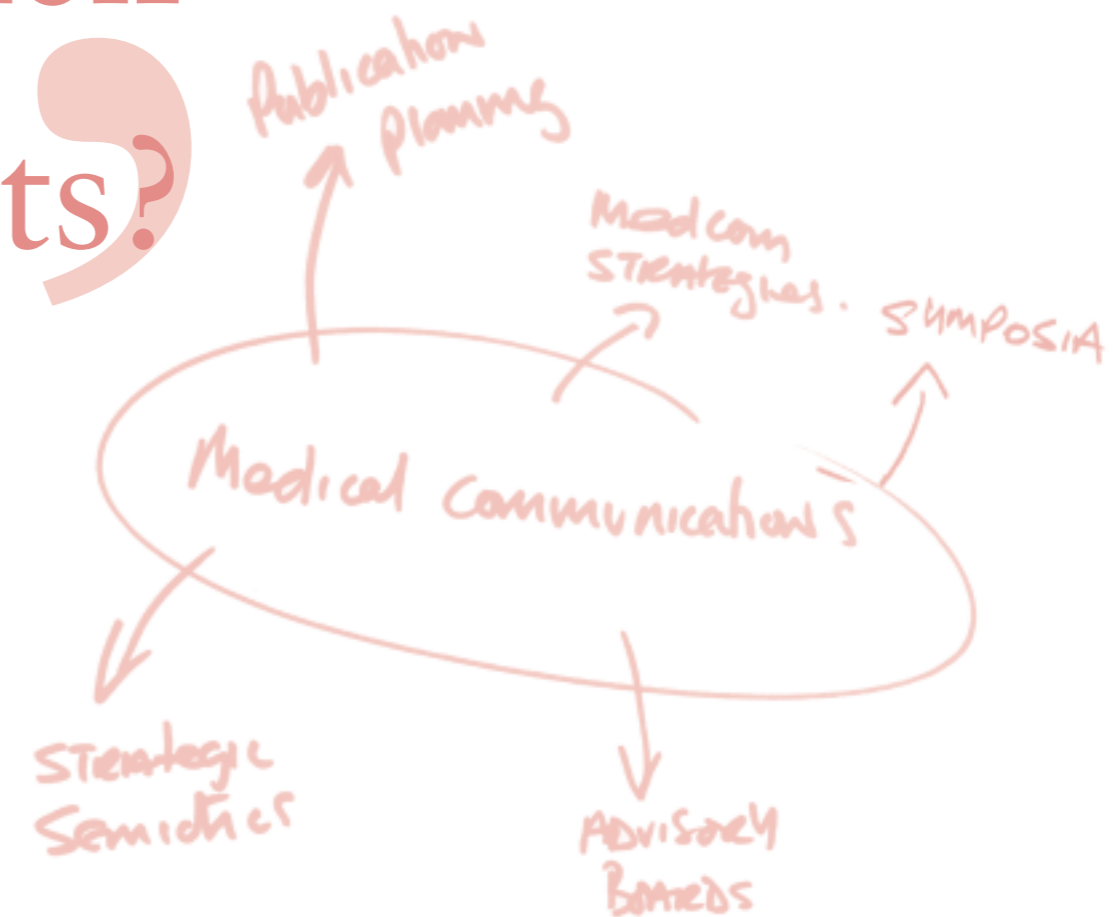
Our strategic semiotics process involves talking *with*, rather than *to*, doctors to find out exactly how they talk with other doctors and with their patients.

We employ market analytics and prescriber segmentation to ensure medical communications are highly customized to specific, high-value target audiences.

Unlike most other agencies, we have an in-house staff of medical experts who oversee every aspect in setting a publication strategy, plan, and execution. These internal resources, along with Quintiles' deep therapeutic expertise, provide a scientific accuracy and consistency throughout the entire publication plan and all supporting materials.

Our conference, event and meeting management services help you put it all together.

What's the best way to describe the benefits of an individual product to medical professionals and their patients?



Outsourcing your sales force

The faster the industry changes the greater the appeal of outsourcing some or all of your sales force. Doing so not only gives you the flexibility to tailor team size to the project at hand but also the ability to rapidly reallocate resources whenever and wherever necessary.

It's also an attractive alternative when skill sets need to change to reflect product portfolios. Outsourcing enables the free movement of resources around your organization, while we handle the redeployment issues and human resources legislation.

Outsourcing even leads to a healthier balance sheet, moving costs from fixed to variable.

So let Innovex work with you to decide what combination of your sales representatives and ours can deliver the best results. Primary care sales representatives or specialty representatives? One country or multi-country teams? Managed by our own performance-driven field managers or in-house?

It's a matter of strategic thinking, not just fast recruiting. And then we provide just the right representatives for the job.

Improving sales force effectiveness

Innovex improves the performance of your sales force by utilizing powerful analytical tools that help you determine the most effective and efficient sales strategies to implement.

We draw upon a wealth of data to help you decide the sales force size and structure and to create the most effective call plans. Once in the field we track results across Key Performance Indices to pinpoint areas for improvement.

We constantly assess the performance of our managers and representatives using our leading field-coaching system Innovex Insight™.

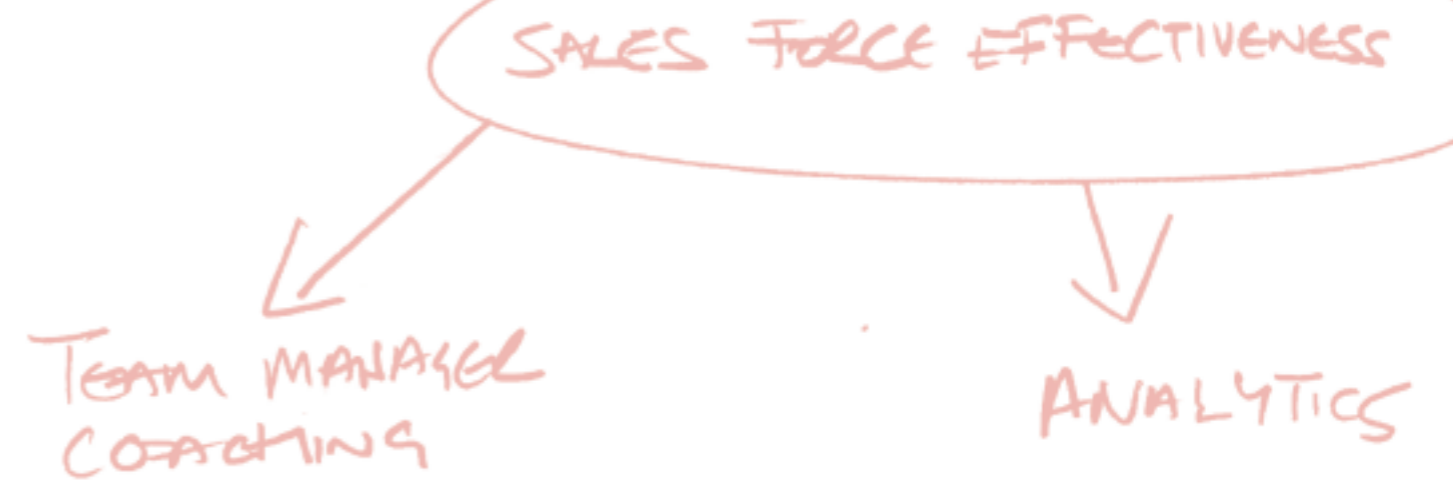
Innovex Insight provides more than just coaching practices. The system also offers data capture tools that measure progress and promote comprehensive follow up.

We've also applied our Business Science approach to recruitment. Through an exclusive alliance with Development Dimensions International in the United States we've created the FastTrackSelect™ screening and selection model to evaluate candidates according to a customized list of behavior-based attributes, including ability and experience.

Our methods in every country ensure faster recruitment, lower attrition rates and higher productivity to drive your sales and market share in the shortest possible time.

In some markets we are able to run programs to check the effectiveness of sales messages and their delivery either while marketing material is being developed or as part of representative training. It makes it possible to know which message really hits the mark and means the most to the target audience.

The approach simulates an actual sales call using physicians in primary or secondary/specialty care listening to and challenging your message so that it can be refined and remodeled accordingly. Detailed feedback from the physician is also given directly to representatives to help them in tailoring their skills.



Answering the need for Specialty and Secondary Care staff

Reaching decision makers in specialty therapeutic areas takes a special kind of representative. Someone with a greater scientific understanding who can understand and share knowledge about your brand and is respected by medical practitioners.

At Innovex we have a long and successful history of deploying specialty teams. Our secret lies in our recruitment methodologies and training. Firstly we accurately identify individuals with the experience and capability to be high achievers for you and then develop their skills through specialized training, online tools and continuous improvement programs for single or multi-country program deployment worldwide.

Finding experienced personnel in such a demanding and exacting industry is becoming increasingly difficult.

We're working closely with customers to put together a new program that takes representatives with the right experience and competencies and develops them into specialist professionals through intensive, tailored training and a focus on the skills for your specialty.

It's an exciting initiative and it's rapidly proving itself to be the best way of tapping into a pool of fresh talent.

“How do we maximize our sales force flexibility internationally?”



Compliance – a better outcome all around

The changing environment is demanding patient-centered solutions that go beyond traditional sales and marketing efforts, seeking new ways to educate patients, physicians and payers.

Solutions that create patient-centered communications, improve patient compliance, reach new patients, access more physicians, improve physician relationships and win payer acceptance by demonstrating the economic and health outcome related value of brands when used in the real-world are what our customers need today.

Building on our existing expertise and the experience gained through our clinical educators and nurse advisers, Innovex provides services across multiple channels to educate and motivate patients and physicians while demonstrating benefits to payers.

First we review the environment and current guidelines before developing tailored programs. Then we combine a suite of services incorporating publications, advisory boards, clinical educators, call centers, homecare and outcomes review.

Services such as these enable a deeper understanding of the reasons for non-compliance and enable improved education to healthcare professionals that improves diagnoses and treatment regimens. And patients benefit with more knowledge about the treatment regimen prescribed for them.

How do we get patients to adhere to long-term treatment protocols?

Sharing the risk through intelligent partnering

The good news is that you have one or more promising development candidates or marketed products.

The challenge is that budgetary constraints prevent you from investing optimally in each or every one. No company in the world has all the resources necessary to develop and market every molecule with potential.

With NovaQuest – Quintiles Transnational's partnering group – we can help you keep these compounds and products moving to market. With one-of-a-kind risk-and-reward sharing deals, you can pursue projects you would not be able to undertake alone.

These value-added solutions may involve strategic investment-based partnerships or innovative strategic resourcing arrangements – without giving up control and the financial rewards.



Are there any innovative partnering solutions available to bring my product to market?

Innovex: Your global partner in a global market

Work with Innovex and you'll soon find that we have an innate ability to go the distance. We're committed to achieving optimum results for any project or challenge you'd like us to undertake.

Delivering more experience and expertise relating to local markets worldwide than any other commercial solutions company.

And our network is growing where you need it to.

So turn to Innovex as a partner, one you can rely on in this ever-changing global market.

Today business takes more than just acumen. It takes science.

To find out more, visit:
innovex.com/science

Email:
science@innovex.com

Innovex is a global organization with offices in the following locations:

North America

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United States

Latin America

Brazil
Mexico

Europe

Austria
Belgium
Finland
France
Germany
Greece
Ireland
Italy
Portugal
Spain
Sweden
Switzerland
Turkey
United Kingdom

Africa

South Africa

Asia Pacific

Australia
China
Hong Kong
India
Indonesia
Japan
Malaysia
New Zealand
Philippines
Singapore
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