

Adapting Commercial Models for Success in the Life Sciences Industry

October 2023: Complimentary Abstract / Table of Contents



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- ▶ Rewards and Recognition
- ▶ SAP Services
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- ▶ Software Product Engineering Services
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Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations, risk, technologies

Locations: costs, skills, sustainability, portfolios

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Introduction

The life sciences sales and marketing industry is undergoing a profound transformation, driven by factors such as technology advances, the changing regulatory landscape, and evolving patient expectations. As pharmaceutical and MedTech companies embrace innovation and patient centricity, outsourcing becomes a strategic imperative, enabling them to remain competitive, compliant, and responsive to the evolving needs of patients, payers, and healthcare systems.

This report guides stakeholders through the intricacies of an industry in constant flux, equipping them with vital information to adapt, grow, and thrive in a rapidly changing healthcare ecosystem. It illuminates key trends such as Healthcare Practitioner (HCP) engagement, patient centricity, evolving market access strategies, and efficient hybrid sales models. Furthermore, it dissects the outsourcing implications, empowering service providers to align with evolving market dynamics.

The scope and methodology of this report includes:

- State of the market
- Life sciences sales and marketing operations outsourcing market
- Deal trends in the life sciences sales and marketing operations market
- Service provider landscape

Scope of this report



Geography
Global



Industry
Life sciences



Services
Life sciences sales and marketing operations

This report deep dives into the sales and marketing segment of the life sciences operations value chain, which is depicted here

Life sciences sales and marketing operations



Marketing support and effectiveness	Pricing, reimbursement, and market access	Salesforce effectiveness	Contract management	Patient engagement / Patient support programs	Product support services
Market analysis, competitive intelligence, launch strategy, campaign management, marketing mix modelling, content creation, and management	Health economics, payer targeting, pricing strategy, reimbursement services, and mapping of changes in regulatory environment	Healthcare Practitioner (HCP) segmentation and targeting, channel optimization, field force training and deployment, and incentive compensation	Document creation, contract negotiation, contract decision support, rebate management, and chargebacks	Patient identification and onboarding, patient journey mapping, clinical support programs, affordability programs, adherence programs, and patient HUB services	Medical information services, after-sales support, and inquiry calls

Technology levers enabling operations play



AI/ML



Advanced analytics



Platform offerings



Real world data



Omnichannel marketing




Cloud







Self-service capabilities

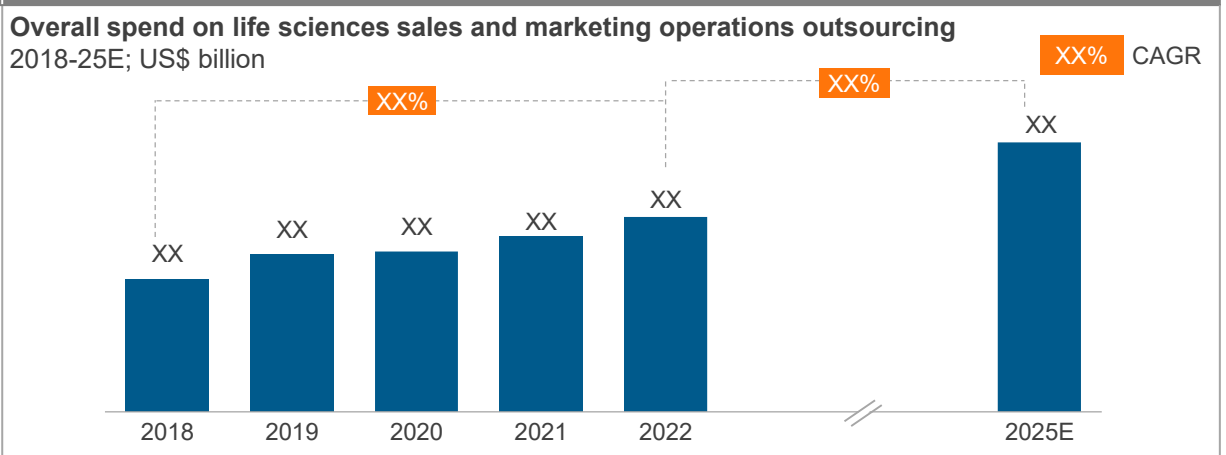
This study offers four distinct chapters providing a deep dive into key aspects of the life sciences sales and marketing operations market; below are four charts to illustrate the depth of the report

Key themes impacting the life sciences sales and marketing operations market

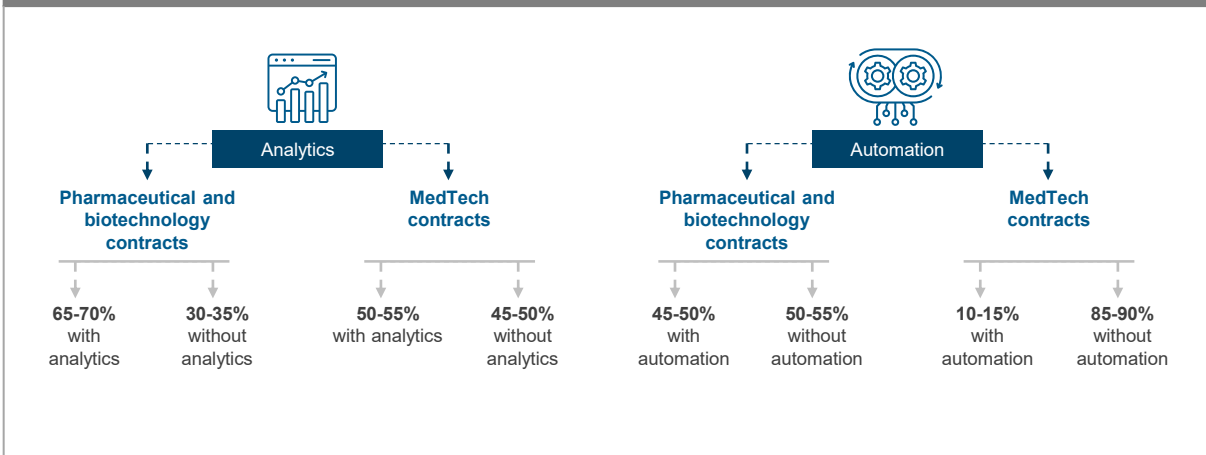


-  Evolution of HCP engagement strategies
-  Turbo charged sales models
-  Patient-first strategies for better health outcomes
-  Evolving market access strategies

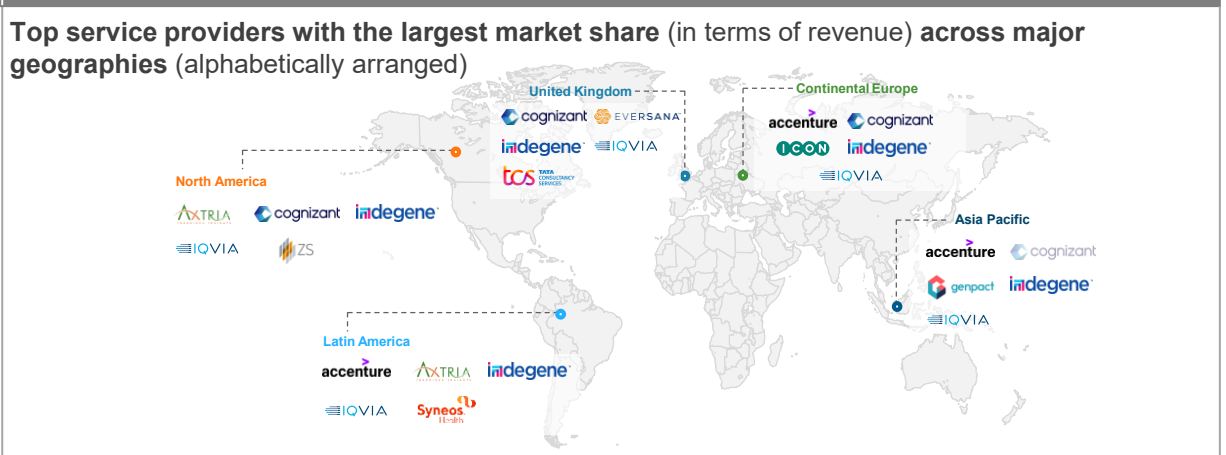
Life sciences sales and marketing operations outsourcing dynamics and deal trends



Technology adoption in life sciences sales and marketing operations industry



Life sciences sales and marketing operations outsourcing service provider landscape



Research calendar

Life sciences business process

Published Planned Current release

Reports title	Release date
Life Sciences Operations – Services PEAK Matrix® Assessment 2021	June 2021
Life Sciences Operations – Service Provider Compendium 2021	September 2021
Life Sciences Operations – State of the Market 2021	September 2021
MedTech – The Next Colossal Wave in Life Sciences Outsourcing	April 2022
Life Sciences Operations – PEAK Matrix® Assessment 2022	June 2022
Life Sciences Operations – Provider Compendium 2022	September 2022
What's in a Label? The Evolving Landscape of Labeling and Artwork in the Life Sciences Industry	February 2023
Navigating the Shift in the Pharma-CRO Engagement Model: Evolving Pharmaceutical Needs Signaling Change	February 2023
Life Sciences Sales and Marketing Operations – Services PEAK Matrix® Assessment 2023	March 2023
Navigating Economic, Geopolitical, and Regulatory Uncertainty in the Life Sciences Industry	April 2023
Life Sciences Sales & Marketing Operations – Provider Compendium 2023	June 2023
Life Sciences Operations PEAK Matrix® Assessment 2023	October 2023
Adapting Commercial Models for Success in the Life Sciences Industry	October 2023
MedTech Operations – PEAK Matrix® Assessment 2023	Q4 2023
Evolution of Clinical Trial Operations	Q4 2023

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