

A better commercialization option for emerging biotech companies to let them focus on their core competency while we taking the onus of effectively bringing their product to market

Commercialization Outsourcing

The industry has witnessed the proliferation of drug discovery focused biotech companies through the 1990s and onwards. A large amount of capital has been invested into these emerging players that have since contributed significantly to the industry growth mostly through partnerships or a few by building their own commercialization capabilities. For the biotech companies those are eager to survive in such investment-constrained environment, the road has been tough so far. More so, if they want to market their inventions on their own for achieving the maximum benefit. Similarly, the biggest challenge a biotech faces today is to achieve scale without losing the benefits of being a small organization.

On their way to commercialization, biotech companies can typically face the following challenges:

- Dealing with multiple customer groups including Key Opinion Leaders (KOLs), prescribers, treatment influencers, support staff etc.
- Dealing with disease state and treatment pathway complexity
- Dealing with internal and secondary data, which is generally less robust than that of typical Rx products
- Not being able to systematically capture the significant knowledge within the representatives' heads
- Not being able to identify the right choice of financial modeling approach for sale force sizing

Emerging and fast growing companies today have a variety of options including licensing, co-promotion and even commercializing products themselves. Whether evaluating partners and licensing or considering building their own marketing channels; biotech and specialty pharma companies can now grow and maintain value by utilizing the commercialization outsourcing services from marketRx, the global leader in providing actionable sales and marketing effectiveness solutions.

Strategic Planning	Pre-Launch Preparation	Launch Planning Management		Tracking & Plan Updating
Business Case Building	Clinical Affairs	Segmenting, Targeting	Customer Information Gathering	Improving Promotion Effectiveness
Forecasting & Financial Planning	Market Awareness Building	Customer Valuation Identification	Competitive Tracking	Market Event Reaction
Promotion & Influence Design	Education & Progress Dissemination	Promotion Mix Development	Portfolio Planning	Brand Tracking & Analysis
Organizational Design	Medical Liaison	Product Positioning	Promotion Mix Evaluation	
Corporate Development- Outlicensing/ Co-promotion	Portfolio Strategy	Sales Tactics- Training, Call Planning		
	Partner/Co-promotion Planning	Rollout and Promotion Mgmt.		

Our Approach

marketRx unique product enabled business model, combining proprietary products with highest quality professional services, delivers industry leading solutions at every step of pharma commercialization.

Likewise our integrated approach combining analytics, technology and research forms the core of our solution offering.

Our Offering

marketRx help you to plan and manage all aspects of bringing a new brand to the market. We start with helping you to evaluate all strategic options in light of the pipeline and long term strategy of your company. The options can include licensing, co-promotion or building your own franchise.

- For licensing or co-promotion, marketRx can help you find the best partner based on sales force fit, brand overlap, etc; evaluate financial aspects of the deal, baselines and suggest on improving the above baseline through better promotion optimization.
- For building own franchise, you can make use of marketRx capabilities by fully outsourcing all aspects of promotion planning, sales operations, brand management, incentive compensation, customer data management and working with MCOs. We can help you build internal capabilities and provide tools if you choose to bring commercial operations in-house at a later date.

marketRx can be a partner of choice in your path to commercialization right from the beginning and take your product to the market in an effective, cost efficient manner. We provide complete suite of integrated commercialization services that seamlessly drives implementation, resulting in surpassed customer benefits.

marketRx Offering

Strategic Services	Corporate Development	Launch Planning & Tracking	Sales & Marketing Operations	Market Research
Strategic Planning	Valuations	Primary Research	Information Services	Market Research
Commercialization Roadmap	Deal Analysis and Structuring	Launch Tracking	Multi-Channel Planning	Brand Tracking
Product Lifecycle Management	Brand Overlap and Effort Optimization	Segmentation and Targeting	Sales Force Sizing And Structure	Positioning
Strategic/ Outsourcing – Commercial Analytics		Promotional Response Modeling	Inline, Hospital and LTC Planning	Labeling
Portfolio Planning		Forecasting and Modeling	CSO Evaluation and Direction	Segmentation
			Team Selling	Patient Records
			Incentive Comp	Audit Panels

Our Benefits

marketRx is a leading provider of complete sales and marketing effectiveness solutions to global life sciences companies, and utilizes its strengths in analytics, research and technology to deliver actionable and measurable results. You benefit from:

- Strong experience with some high-profile launches in oncology, ARVs, Immunology by small pharma and biotechs where marketRx provided a broad array of services to commercialize these brands.
- Flexible methodology that allows clients to participate as much or as little as they desire over the commercialization process.
- Strong experience in both sales operations and brand management helps us adopt a integrated approach to ensure better resource utilization

Sales Operations & Management

marketRx combines market research, analytics and technology to provide solutions that enable our customers at global pharmaceutical and biotechnology companies to improve effectiveness of their sales and marketing initiatives. With all of the top 20 global pharmaceutical companies as customers, marketRx is the leading provider of integrated marketing and sales effectiveness solutions.

Product Management

Market Research



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