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PharmaForce Int'l Announces Immediate Availability of Their 8th Annual Oncology Benchmarking Report

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PharmaForce International, the leader in pharmaceutical/biotech industry analysis, has announced the immediate availability of its 8th Annual Competitive Benchmarking of Leading Oncology Sales and Marketing Organizations report. This widely subscribed to annual report covers key expenditures and organizational approaches made by 18 companies in the oncology market in the US.

"Our oncology report originally covered just the US. Over the years in response to our client's requests, we added information on the European and Japanese markets," said PharmaForce's Senior Vice President Sean McCrae. "The most recent expansion of the report is information on the rapidly growing Latin American market," said McCrae.

In an informational expansion and upgrade, the 8th Annual Competitive Benchmarking of Leading Oncology Sales and Marketing Organizations report now breaks down marketing expenditures for each drug as well as an historical trend analysis showing sales force FTEs and marketing spend evolution over the years. As always, the report covers:

- Sales force deployment
- Organizational structure
- Product portfolio management
- Number of details by brand by target physician audience
- Use of Medical Liaisons
- Role of reimbursement personnel
- Sales force compensation
- Marketing expenditures by brand

"These four reports are priced separately, but with significant combination discounts available if a client purchases multiple geographic versions at once," said McCrae. "I will be glad to send a sample company profile to prospective clients who request one," said McCrae, whose contact information is listed below.

PharmaForce International produces custom reports at client requests as well as additional syndicated studies, including:

- The "Deployment Analyzer" which contains complete information on sales force sizes, product priorities and compensation for sales representatives at more than 50 companies in the US and more than 25 companies each in Japan and in Europe. To see a demonstration, go to www.pharmaforcedeploymentanalyzer.com and click on the Demo login button
- The 2009 PhRMA Code Revisions: Benchmarking of Leading Pharmaceutical Companies' Approaches and Responses (June 2009: call for pre-publication price)
- Competitive Benchmarking of Leading Pharmaceutical Companies' Strategies for Leveraging the Medical Liaison Function (US & Europe reports updated June 2009: call for pre-publication price)
- Competitive Benchmarking of 10 Leading Pharmaceutical Companies' Strategies for Managed Markets (June 2009: call for pre-publication price)
- Competitive Benchmarking of Patient Compliance, Adherence and Persistence Departments and Strategies of Leading Pharmaceutical Companies
- Key Opinion Leader Perspectives on World Class Advisory Boards (U.S. and Europe reports)

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