

Contact: Sean McCrae, Senior VP, Sales  
610-370-5640

## **PharmaForce's Deployment Analyzer Captures Information on 92.5% of All Pharmaceutical/Biotech Sales Reps in the U.S.**

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PharmaForce International, the leader in pharmaceutical/biotech industry analysis, has announced that its Deployment Analyzer has been updated and expanded, and now accurately accounts for more than 92 percent of U.S. pharmaceutical/biotech representatives.

In mid-March, *MedAdNews* featured an article estimating there are 92,000 pharmaceutical/biotech representatives currently deployed in the United States. In its Deployment Analyzer, PharmaForce can accurately account for 85,087 of them – an astonishing 92.5 percent. The Deployment Analyzer contains complete information not only on sales force sizes, but also on product priorities and compensation for sales reps spread across 54 companies.

“Our Web-based Deployment Analyzer is constantly updated,” said PharmaForce’s Senior Vice President Sean McCrae. “This feature is especially valuable now as almost all pharmaceutical/biotech sales forces are being reorganized and resized,” said McCrae. “Companies are performing these adjustments in response to evolving market conditions, with some companies having made multiple adjustments in the past year,” he said.

To see a demonstration of PharmaForce International's Deployment Analyzer, go to [www.pharmaforcedeploymentanalyzer.com](http://www.pharmaforcedeploymentanalyzer.com) and click on the Demo login button.

PharmaForce International positions the Deployment Analyzer as the logical alternative to any printed report because it is constantly updated as new information is released.

“Our pharmaceutical and biotech clients value the evergreen aspect of the Deployment Analyzer,” said McCrae. “And they know that they can confidently base their decisions on data that is accurate and virtually up to the minute,” he said.

In addition to the U.S. version of the Deployment Analyzer, the company also produces a version that covers 25 sales forces in Japan, and a version that covers 25 companies in 10 countries in Europe.

Along with the Deployment Analyzer, PharmaForce International produces custom reports at client request as well as syndicated studies, including:

- Competitive Benchmarking of Leading Oncology Sales and Marketing Organizations: Key Expenditures and Organizational Approaches (U.S., Europe, Japan and Latin America reports)
- Competitive Benchmarking of Leading Pharmaceutical Companies' Strategies for Leveraging the Medical Liaison Function (U.S. and Europe reports)
- Competitive Benchmarking of Key Opinion Leader Relationship Management by Leading Pharmaceutical and Biotech Companies in the United States
- Competitive Benchmarking of 10 Leading Pharmaceutical Companies' Strategies for Managed Markets
- Key Opinion Leader Perspectives on World Class Advisory Boards (U.S. and Europe reports)
- Competitive Benchmarking of Patient Compliance, Adherence and Persistence Departments and Strategies of Leading Pharmaceutical Companies.

For more information, contact Sean McCrae at 610-370-5640 or at [smccrae@pharmaforce.biz](mailto:smccrae@pharmaforce.biz)