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PharmaForce International Announces Immediate Availability of its PhRMA Code Benchmarking Report

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The 2009 Benchmarking Study of Select Pharmaceutical and Biotech Companies' Interpretation of the Revised PhRMA Code is now available through PharmaForce International, a leader in pharmaceutical/biotech industry analysis. This much-anticipated report covers key interpretations and PhRMA Code related policies at 13 companies in the U.S.

The 2009 PhRMA Code Benchmarking Study covers:

- Definition of a Health Care Professional (HCPs)
- Classification of employees who are subject to the PhRMA Code
- Restrictions on interactions between field sales and HCPs
- Definition of 'modest meals' provided to HCPs
- Restrictions on educational and non-educational items
- Restrictions and parameters of promotional speakers programs and honoraria
- Description of speaker training programs
- Description of the current grant process
- Key attributes of Advisory Boards
- Description of PhRMA Code Training

The study was created using primary interviews with current employees at the target companies. Research was conducted in the first quarter of 2009.

"This report allows the user to quickly compare their companies' interpretation of the PhRMA code to the interpretation of their competitors," said Steve Mack, project director. "Our current clients have utilized the report to assess their level of risk and have adjusted their PhRMA Code policy accordingly," Mack added.

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 reps spread across 54 companies. To see a demonstration, go to www.pharmaforcedeploymentanalyzer.com and click on the Demo login button
- 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
- Patient and Health Care Providers' Perceptions of CAP Materials
- Competitive Benchmarking of Key Opinion Leader Relationship Management by Leading Pharmaceutical and Biotech Companies in the United States
- Key Opinion Leader Perspectives on World Class Advisory Boards (U.S. and Europe reports)

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