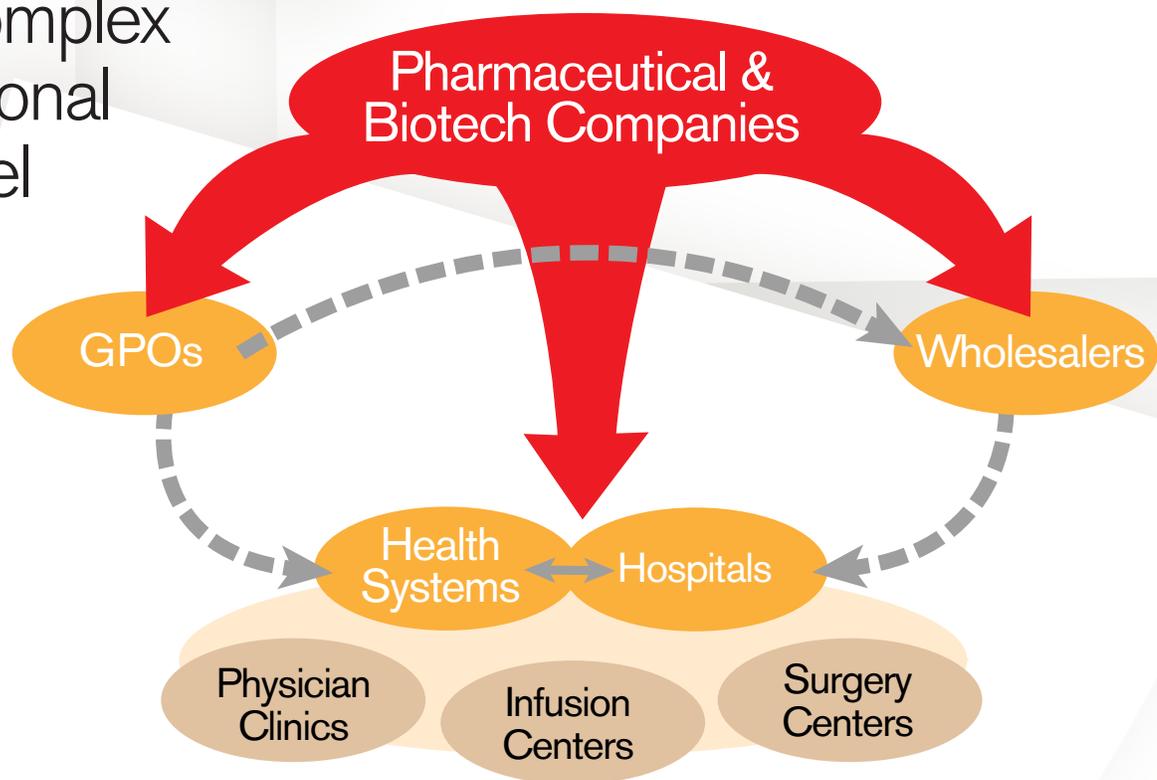


# Institutional Channel Assessment

**Institutional Channel Assessment** provides a complete assessment of customer needs, strategic market trends, and opportunities within **hospitals, health systems, and group purchasing organizations (GPOs)**.

When the Institutional channel has been identified as a priority for your company or brand, Institutional Channel Assessment provides the strategic foundation to assess, decide, and plan for Institutional channel success.

## The Complex Institutional Channel



**Marketing professionals who are committed to the Institutional channel use this service to:**

- Assess Institutional channel needs and opportunities
- Educate colleagues about the Institutional channel and support recommendations to senior management
- Understand institution influencers and the decision making processes affecting brands

# Institutional Channel Assessment Research Agenda 2011

## **April 2011** **Strategic** **Implications of** **Market Trends on** **the Institutional** **Channel**

Research identifies key trends affecting health systems, hospitals, and group purchasing organizations and recommends appropriate responses. Questions answered include:

- How are industry trends affecting hospital pharmacy management?
- Where does pharmacy management control reside?
- How successful are hospitals at managing outpatient pharmacy utilization (in surgery centers, infusion centers, and physician clinics)?
- What value do manufacturers obtain from maintaining GPO relationships?
- How can companies best address institutional customers' service and information needs?

## **August 2011** **In-Depth** **Effectiveness** **Report:** **Approaching** **the Institutional** **Channel of the** **Future**

Research describes and evaluates future scenarios for successfully working with institutional stakeholders five years into the future. Questions answered include:

- How will environmental and technological changes reshape the institutional selling environment by 2016?
- How will stakeholders' (physicians, clinical pharmacists, pharmacy directors, and C-suite executives) service and information needs change over time?
- What strategic options do pharmaceutical and biotech companies have for changing today's institutional commercial model?

## **November 2011** **Effective** **Marketing to** **the Institutional** **Channel**

Research focuses on equipping field professionals (sales representatives, account managers, medical science liaisons) with resources and strategic messaging to support interactions with institutional-based physicians, C-suite executives, pharmacy directors, and clinical pharmacists in academic medical centers, teaching institutions, and community hospitals. Questions answered include:

- What do hospital stakeholders value most from interactions with field professionals?
- What types of support do hospitals seek from pharmaceutical and biotech companies?
- What personal interaction approaches, resources, and messages resonate with hospital stakeholders to accelerate brand growth?
- How should marketing messages and resources differ for various field professionals?

Health Strategies Group reserves the right to change the timing and/or topics of its syndicated research publications at their discretion and without prior notification.

### **Clients receive:**

**On-call access to our team of Institutional channel experts who can provide insights to help move you ahead in the Institutional channel.**

**Customized onsite briefings, working sessions, and inquiry privileges**

**Access to our website; customized for your organization**

**Multiple Syndicated Research Studies delivered throughout the year in print & electronic format**

1. Strategic Implications of Market Trends on the Institutional channel
2. In-Depth Effectiveness Report: Approaching the Institutional channel of the Future
3. Effective Marketing to the Institutional Channel



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