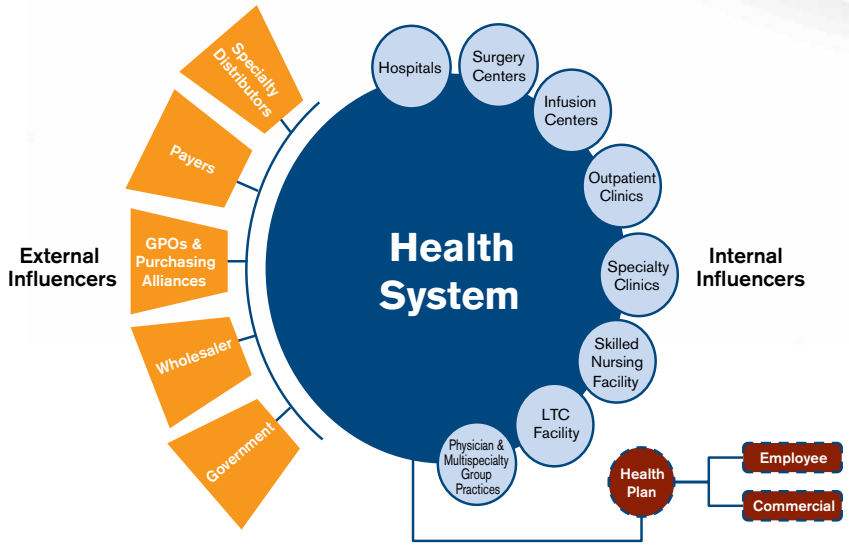
Institutional Channel Assessment

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

Institutional Channel Assessment answers your questions about the institutional channel so you can assess, decide, and plan for institutional channel success.

- What are the key challenges and strategic priorities for institutional customers?
- Which market trends are shaping the institutional channel?
- What are the best opportunities for pharmaceutical and biotech companies seeking to invest in the institutional channel?
- What do institutional channel stakeholders value most in interactions with sales representatives and account managers?

Internal and external influencers drive institutional channel complexities



GPOs and purchasing alliances maintain the most direct influence over health system decisions.

Companies should maintain deep knowledge of the interrelationship between external organizations, health systems, and their components.

Marketing professionals who are committed to the institutional channel use Institutional Channel Assessment to:

Fully assess institutional customers' needs and opportunities

Support recommendations to senior management and educate colleagues

Understand institution influencers and the decision-making processes affecting brands

Develop business plans for the institutional channel

HealthStrategiesGroup

Research Agenda 2012

Institutional Channel Assessment

March 2012
Strategic Implications of Market Trends on the Institutional Channel

Addresses these key questions:

- What are the key challenges and strategic priorities for institutional customers?
- Which market trends are shaping the institutional channel?
- What should pharmaceutical and biotech companies expect as a result of these trends?

August 2012
In-Depth Effectiveness Report: Effective Contracting in the Institutional Channel

Addresses these key questions:

- What contracting approaches provide the most value to institutional customers?
- What value do GPO contracts provide to pharmaceutical and biotech companies?
- What opportunities do companies have for maximizing contracting effectiveness in the institutional channel?

November 2012
Effective Marketing to the Institutional Channel

Addresses these key questions:

- What types of support do hospitals seek from pharmaceutical and biotech companies?
- What information and resources are valued most from interactions with field professionals?
- How should marketing messages and resources differ for various field professionals?

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Clients Receive:

- **Support from our team of experts, who can provide insights to help move you ahead**
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