

CLIENT

Leading European Science Company

**THERAPY AREA** 

Women's health

**INDUSTRY** 

**Life Sciences** 

**TYPE OF PROJECT** 

Primary Competitive Intelligence (CI) and Secondary Research



### **BUSINESS IMPACT**

- Helped the client benchmark their ownfield resources against key competitors, enabling them to make informeddecisions on field force structure
- Enabled the client to perform gapanalysis in their promotional strategyand devise plans to boost their marketshare-of-voice

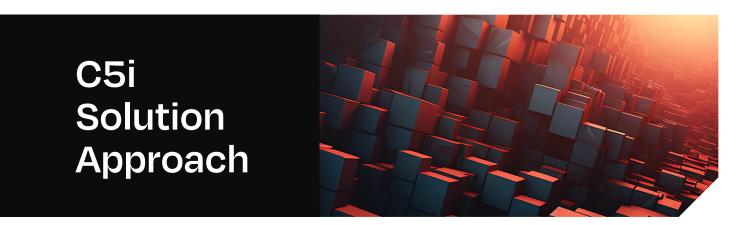
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 Conduct a competitor assessment togain insights into the field force and commercial strategies of the client's keycompetitors in reproductive medicine



- Therapeutic areas of focus: Women's Health
- Geographic scope: UK, Spain, France
- KITs and KIQs:
  - Develop a comprehensive overview of the competitors' field force (sales and medical) and office-based resources (marketing) supporting their Reproductive Medicine/Women's Health portfolios
  - Chart each competitor's share-of-voice, including field force and promotional intensity
  - Gather insights into competitors' promotional strategies



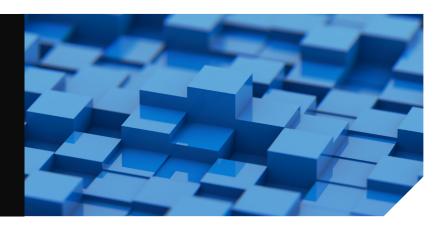
A two-stage project utilizing both primary and secondary CI, where C5i:

 Conducted comprehensive secondary research to determine competitors' messaging and promotional efforts via digital channels and social media to each stakeholder of interest  Followed up with primary CI to gather further insights on each competitor's promotional strategy and messaging as well as to determine the size and structure of the field force and marketing resources supporting the competitors' portfolios



- Optimized resourcing and field force deployment by the client to gain an edge over their competitors in share-of-voice
- Helped shape the client's promotional strategy to drive the most effective communication and engagement strategy with stakeholders

# Key Deliverables





## **EXECUTIVE SUMMARY**

All included companies have their own sales teams in all the three countries except Company C and Company E in the UK (where they have licensed distributors)

Competitors	<b>∰</b> UK				France				Spain			
	Regions	Regional manager*	Sales reps	MSLs	Regions	Regional manager*	Sales reps	MSLs	Regions	Regional manager*	Sales reps	MSLs
Company A	4	4	35	4	6	6	54	4	7	7	49	3
Company B	4	4	30	5	5	5	Account mar	5	5	5	Area managers	4
Company C	-	-	4	-	5	5	43	3	4	Area managers	+4 Area managers	2
Company D	4	4	15	4	4	4	16	4	5	Area managers	27	3
Company E	4	Business Developmer Manager	-	Customer care advisor	5	4 Includes personnel fro	Account manager  37 om Genevrier acquisition	Cross portfolio	4	4	Area managers	4

<sup>\*</sup> Also called "Regional director" for few companies

<sup>#</sup> Also called "Associate director" for few companies



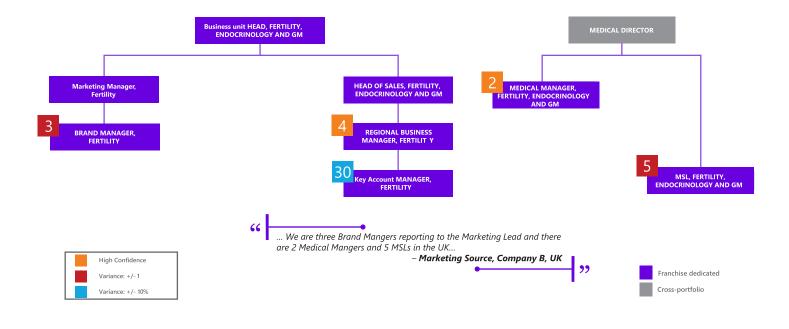
Abbreviations- MSL: Medical Science Liaison; KAM: Key Account Manager

Cross-portfolio

#### Org structure



- In the UK, there are ~30 Key Account Managers (KAMs) responsible for promoting Company
   B's fertility and endocrinology portfolio
- Company B's fertility team consists of 30 KAMs, overseen by 4 regional business managers
- The team is also responsible for endocrinology; however, fertility is the major focus which is reflected in their job titles
- In-field support is also provided by 5 MSLs who, similar to the KAMs, also cover endocrinology in addition to fertility
- The marketing team has 3 brand managers who are focused exclusively on the fertility products

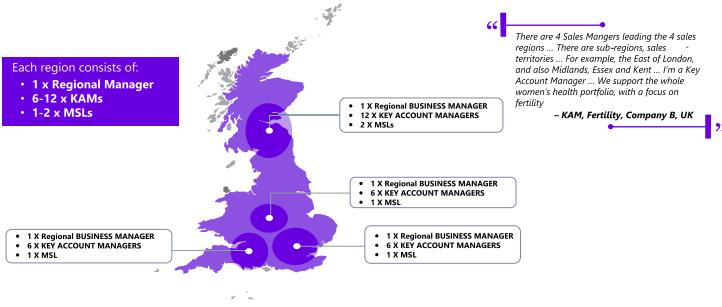


# Company B

#### Org structure



- The UK sales team is divided into 4 regions, each led by a Regional Manager overseeing 6-12
   Key Account Managers
- Company B's UK sales team is divided into four regions:
  - (1) Ireland, Scotland, Northern England, Wales, part of the Midlands, part of South-West England, East Anglia and Cambridgeshire; (2) East London, part of the Midlands, Essex and Kent; (3) North and West London, Hertfordshire, Bedfordshire, Buckinghamshire and Oxfordshire; (4) South London, Surrey, Sussex and part of South-West England



#### Company B

#### Promotional channels





Company B deploys a multi-channel approach to engage with physicians and to increase the visibility of its fertility portfolio

#### **DIGITAL RESOURCES & EVENTS ONE-TO-ONE INTERACTIONS** Websites / **HCP** visits Speaker Events Online Resc Account Managers are back to **conducting** Another way to stay in touch and follow up Dedicated fertility domains/websites Company B offer live, interactive webinars Company B promote their conference Account Managers also conduct virtual calls provide large number of resources and information for HCPs in-person visits in UK, with physicians which HCPs can activities to HCPs via Value of this was France and Spain A good way to provide follow up register for through their website highlighted during the their website • Provide a "Digital Considered important pandemic to have in-person visits, especially to discuss new products English and local Also provide on Congress Centre" which contains information regarding information or links This is mainly used to follow up from in-person visits, but language websites demand content including recorded videos of experts discussing key topics • Provides education upcoming conference as well as on demand content from previous Overly frequent visits some physicians prefer virtual calls so materials for HCPs but avoided by using virtual calls and emails also provide materials to help physicians considered a useful conferences to keep in touch educate patients Earlier we did many events with doctors, now we do in-person and digital visits...since the pandemic it has been important to use the digital route to interact with doctors, many doctors prefer it... - KAM, Company B, UK

## **About Us**

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams

that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of Al-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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