

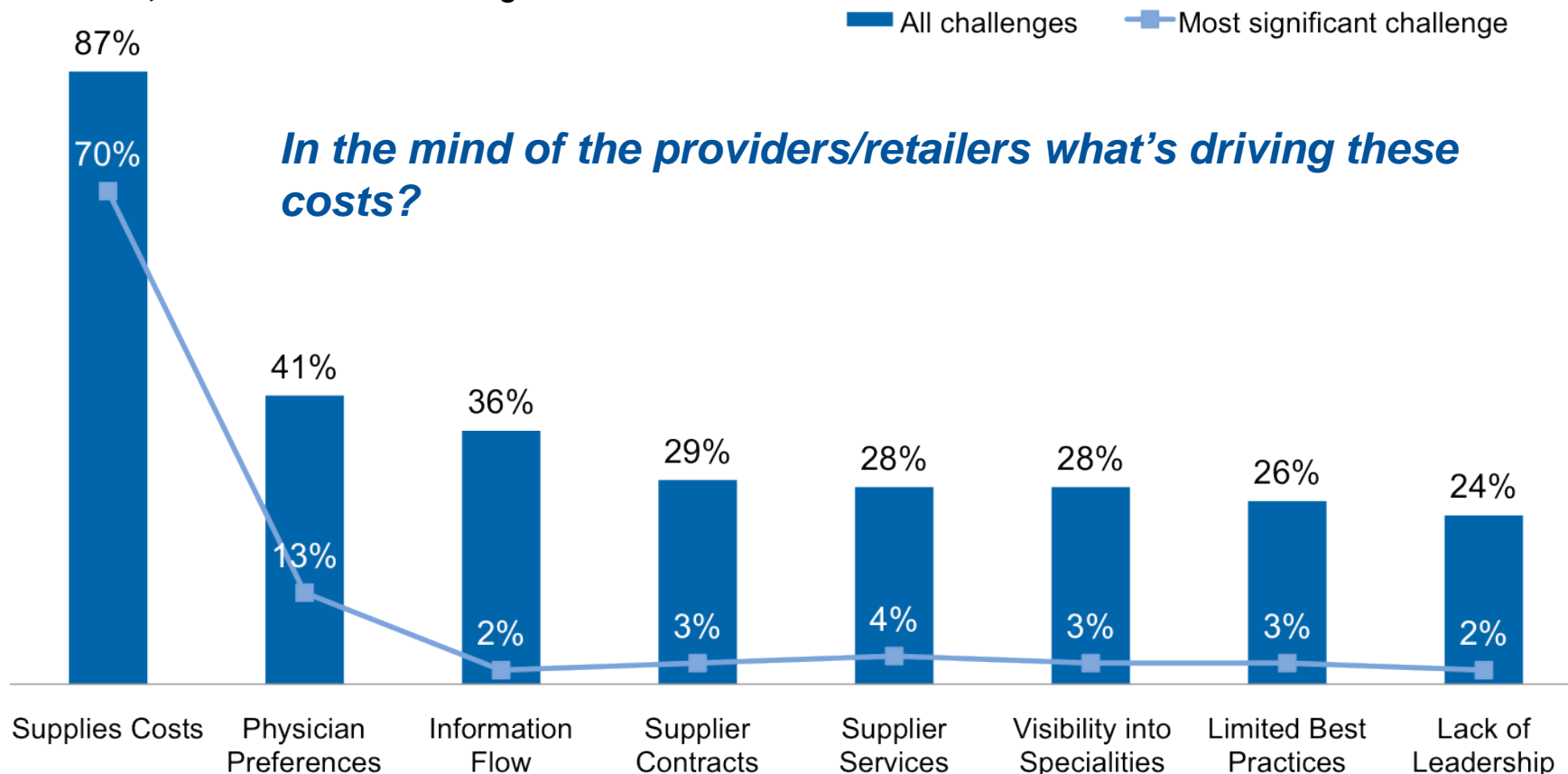


■ ■ ■ ■ Emerging Commercial
Models in Life Sciences

Hussain Mooraj

Challenges Within The Provider Environment

Q. What are the challenges to your existing healthcare supply chain model? Of the challenges you just selected, which one is the most significant?



N = [121 Hospital Systems, Total sample]

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US docs put GSK sales reps in top spot - SDI report

WORLD NEWS | DECEMBER 01, 2010

KEVIN GROGAN

SHARE

GlaxoSmithKline has been rated by doctors as having the number one sales force in the USA.

According to the latest study from healthcare analytics specialist SDI, office-based primary care physicians – GPs, family medicine physicians, and doctors of osteopathy – rank GSK's reps the highest, a jump from third in 2009. Pfizer finished second and Merck & Co came third, down from first and second, respectively, last year.



They evaluated the overall quality of a pharmaceutical sales force on a scale of one (lowest) to seven, and indicated their familiarity with

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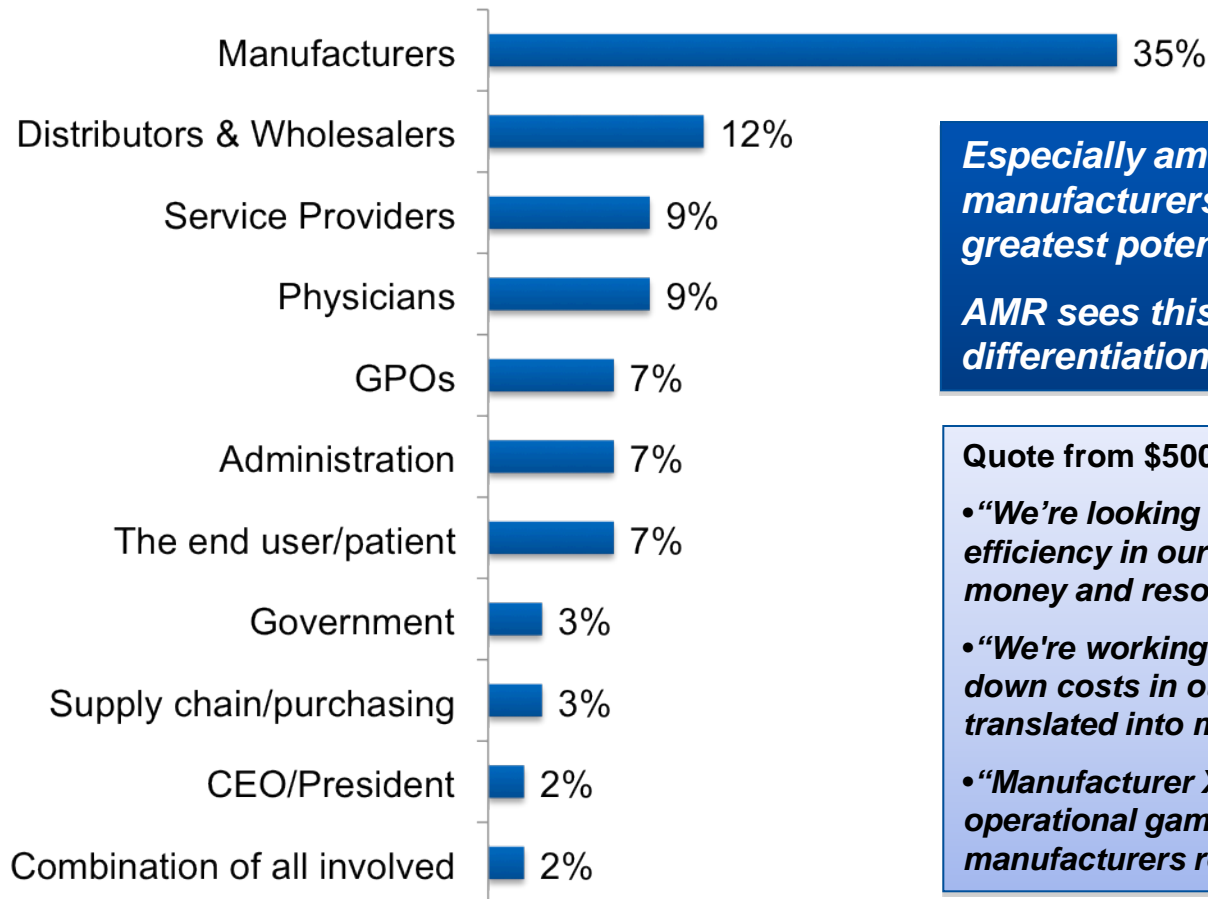
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Who has the greatest potential to resolve challenges?



Especially amongst larger systems, the manufacturers were deemed to have the greatest potential to solve these challenges.

AMR sees this as a great opportunity to create differentiation via supply chain services.

Quote from \$500M+ Hospitals:

- *“We’re looking to the manufacturer to drive efficiency in our SC. They have the knowledge, money and resources to drive visibility solutions.”*
- *“We’re working closely with a manufacturer to drive down costs in our supply chain. This has definitely translated into more market share for them.”*
- *“Manufacturer X sales reps can speak the operational game/supply chain game vs. other manufacturers reps.”*

N = [65 hospital systems]

Commercial & Supply Chain Alignment – Joint Value Creation Starts At Home!

