

Custom Research to Support Distribution Strategy

Engagement	Health Strategies Group: Deliverables
Client needed to assess the effectiveness of their specialty pharmacy distribution strategy for a blockbuster product and identify the potential costs and benefits of alternative distribution strategies	<ul style="list-style-type: none">• Defined network strategy options by conducting an internal assessment of alternative network strategies relative to market forces• Led an on-site workshop to test potential strategies• Presented recommended strategy that best supported product goals
Client wanted to identify key specialty pharmacy managers (SPMs) with targeted expertise and ability to effectively distribute a new HCV product	<ul style="list-style-type: none">• Provided in-depth profiles of all SPMs focused on the HCV category• Recommend key SPMs the client should target to distribute the new product

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