

Business Excellence Board

Introductory Presentation



What is the Business Excellence Board?

The Business Excellence Board (BEB) provides research-based advisory services for pharmaceutical and biotech companies.

Membership in the BEB offers significant opportunities to shed light on issues of vital importance to decision makers:

- **Custom benchmarking and best practice research**
- **Assessments of current practices and processes (e.g., drug launch, clinical trials management, competitive intelligence)**
- **Case studies (e.g., how smaller pharma companies deal with market analytics)**
- **Targeted searches, interviews, and advice to illuminate special topics**



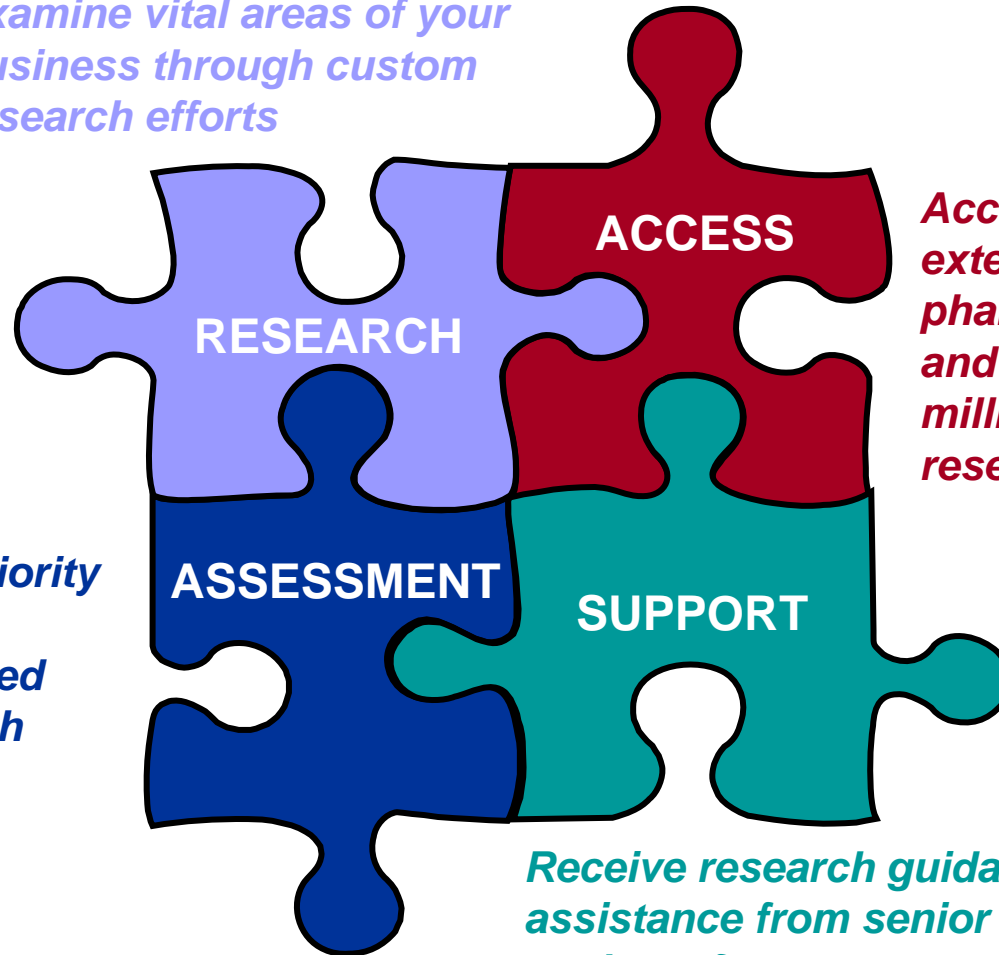
Many of the World's Leading Companies

... have joined the BEB



Ways BEB Members Gain Value

Examine vital areas of your business through custom research efforts



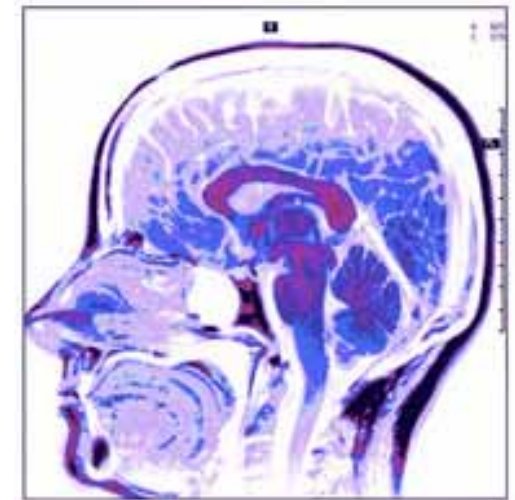
Access to our extensive database of pharmaceutical execs and a database of \$35 million of client-driven research

Evaluate your priority areas of interest through structured comparisons with similar firms

Receive research guidance and assistance from senior research analysts for your most pressing research needs

BEB Membership Features

- **Research and Advisory Services**
 - Benchmarking surveys and best practice research
 - Assessment of current practices and processes
 - Custom research capability
 - Structured assistance with presentations
 - Blinded results from other research
 - Guidance for decision-making
- **Invitations to participate in relevant custom consulting projects**
- **Customer service from experienced account specialists**
- **Discounts on research reports**
- **Access 24/7 to the Best Practice Database**



Sample BEB Research Topics

- **Best Practices in Communicating Clinical Trial Results**
- **Leveraging Integrated Marketing to Drive Sales**
- **Global Launch and Re-launch of Pharmaceuticals**
- **Trends & Opportunities in Long-Term Care Sales and Contracting**
- **Best Practices in Retaining High-Potential Employees**
- **Sales Force Effectiveness**
- **Transforming Competitive Intelligence insights into Business Strategy**



Service & Value . . . Why Members Like the BEB

The Best Practices research team was able to conduct this important field research rapidly and with true global reach. The insights and findings will help us to focus and accelerate our performance management systems that are so important to sales excellence."

– Vice President,
Sales & Marketing,
AstraZeneca

Fast Turnaround

"I thought your material was very thorough and effective. It was very well done, especially given the short turnaround time."

– Director, Marketing Research,
Bayer Pharmaceuticals

Global Reach

"The Best Practices' team really helped me pioneer this market. The benchmarking research you performed for me delivered detailed, actionable insights. Your work was stellar!"

– Manager,
Business Development for Managed
Markets Division, GlaxoSmithKline

Actionable Insight

"The work you did couldn't have come from our own research departments; they don't have the necessary access or objectivity."

– Director, Marketing Research,
Global Pharmaceutical Firm

Objectivity

Business
Excellence
Board

Case Study

A multinational pharmaceutical company asked us to evaluate staffing requirements to provide support services for marketing specialty drugs. They were concerned that staffing levels across the broad range of required activities were out sync with industry standards and their own economic best interests. Our research study shed light on FTE allocations across all activities and, as a result, our client . . .

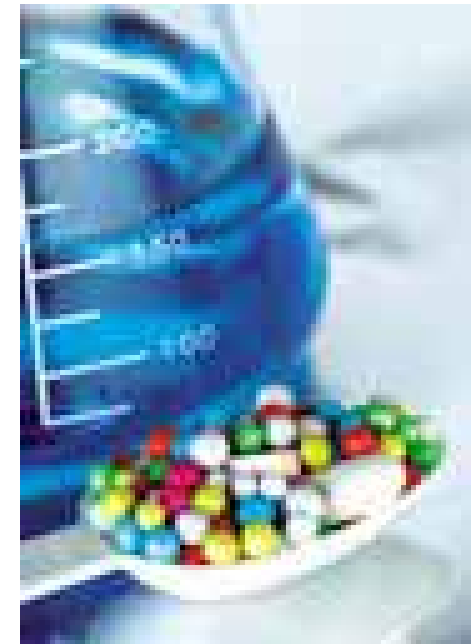
- Made the case for increased US investment
- Secured funding for expansion in some areas
- Defended differences from Europe
- Spotted opportunities for reducing resources and over-investment
- Shifted resources from one group to another



Case Study

A growing pharmaceutical company asked us to look into best practices in developing its market analytics capability. Our research revealed a picture that captured the triggers and adaptive responses that worked for a wide range of pharma and biotech companies. As a result, our client was able to understand the natural evolution of the function and how they needed to develop and deploy resources appropriate to their circumstances. Our client then . . .

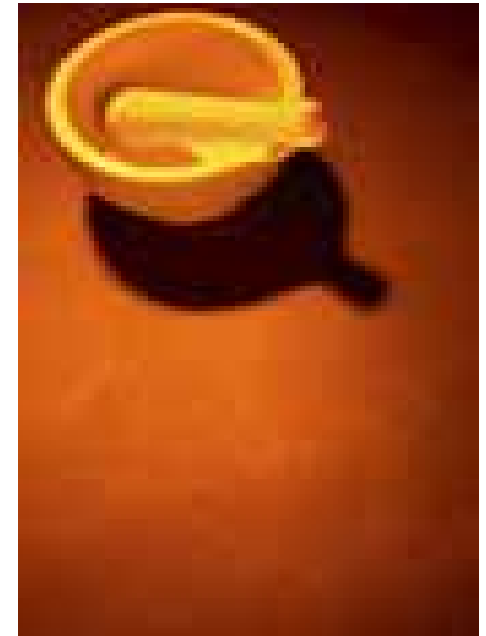
- Made the argument for hiring new resources immediately
- Knew exactly how they wanted to deploy these resources and how to make them successful
- Built a plan for developing the function, including defining essential reporting relationships and stakeholder service levels



Case Study

A growing U.S. pharmaceutical subsidiary had plans to launch five to seven drugs in the next five years. The company wanted to become a “launch” machine and came to Best Practices to examine product launch data that would support development of an intensive workshop with its executives examining the key components of launching several new drugs. The research and workshop allowed executives to make decisions . . .

- Achieving clinical differentiation by increasing marketing spend on thought leaders and scientific publications as well as focusing on professional associations and advocacy organizations
- Raising its pre-launch budget spend on thought leaders to 40% with one of two drugs
- Increasing the number of sales reps in the field to grab market share for its two in-market drugs



Capability Summary

Executives at many of the world's most elite companies turn to Best Practices, LLC's **Business Excellence Board**

for actionable and flexible solutions to their most pressing problems. Best practice research, analysis, and advisory services provide insights that are often critical . . .

- *In planning and providing directional support for leaders in new situations and assignments*
- *For decision support in uncertain and competitive economic environments*

Let us uncover the next great insights for you!



Contact Us



For more information about the BEB, please contact us:

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