



**TVG**

***Marketing Research & Consulting***

powerful insight. powerful outcomes.

# TODAY'S HEALTHCARE INDUSTRY HAS NEVER BEEN MORE CHAOTIC, MORE COMPLEX, OR MORE COMPETITIVE.

However, we believe there are basically four key issues that will affect the success of your product.

Will the **POLICY MAKERS** approve the product?

Will the **PRESCRIBERS** choose the product?

Will the **PAYORS** reimburse for the product?

Will the **PATIENTS** use the product?

How can you make marketing decisions that will secure a “yes” to each of these questions, when a “no” for any of them will sub-optimize the success of your brand? The answer lies in your ability to really understand the marketplace.

At TVG, we provide a global view of the healthcare marketplace — a view that integrates the influence of all of today's key stakeholders — to deliver information and answers based on a complete picture. We uncover the perceptions, motivations and behaviors that will affect the acceptance of your product. We offer insights and recommendations to drive powerful outcomes.

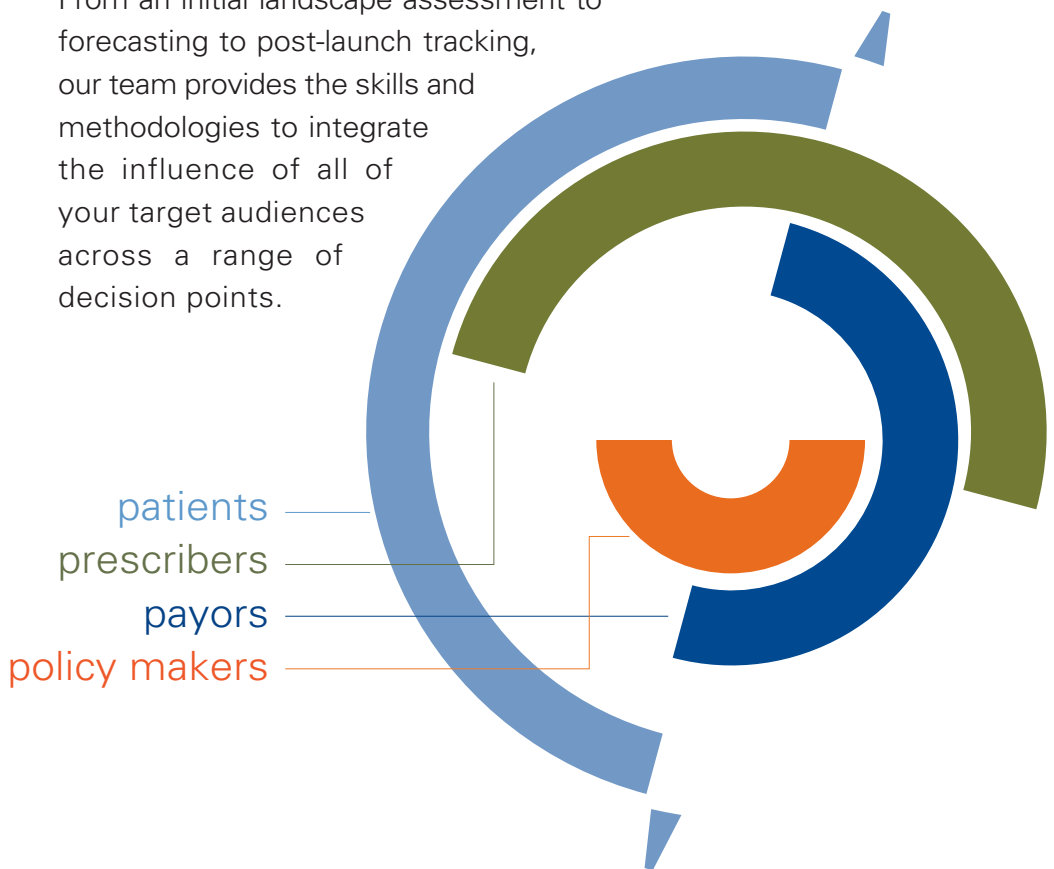
## Turn to TVG to:

- » Provide the insights necessary to generate or explore strategic marketing options or validate marketing decisions
- » Help you set marketing direction and build strategic plans that create a sustainable competitive advantage
- » Enhance the skills of your marketing and marketing research teams

## INTEGRATE INSIGHTS FROM ALL SUCCESS INFLUENCERS

As policy makers and payors increase their influence over prescribing decisions, the industry's relationship with physicians and other healthcare professionals is shifting. Likewise, as patients begin to shoulder a larger share of healthcare costs, their expectations and needs are changing. TVG understands the role of each of these different audiences in determining the success of your business. We can help you explore the influence of each audience separately, but more importantly, how the interrelationship of these stakeholders will impact acceptance and uptake.

From an initial landscape assessment to forecasting to post-launch tracking, our team provides the skills and methodologies to integrate the influence of all of your target audiences across a range of decision points.



## CAPITALIZE ON EMERGING OPPORTUNITIES

The globalization of healthcare is rapidly advancing and presents a great opportunity for our industry. As the demand for effective medicines rises in both developed and developing countries, it will be critical to understand the different markets, government regulations, and healthcare payor systems. Healthcare companies need to partner with firms that can quickly secure information and integrate findings on a local, country, and/or regional level.

TVG has been steadily building a global network of research and project management partners to provide a seamless, turnkey infrastructure for our multi-national marketing research services. We now have immediate access to panels totaling over 400,000 healthcare professionals worldwide. Our experience allows us to offer advice on healthcare systems, methodology, cultural differences between countries, study feasibility, etc. Our goal is to provide insights into the markets and customers of the countries where the greatest potential lies today, and into the future.

### TVG GLOBAL REACH

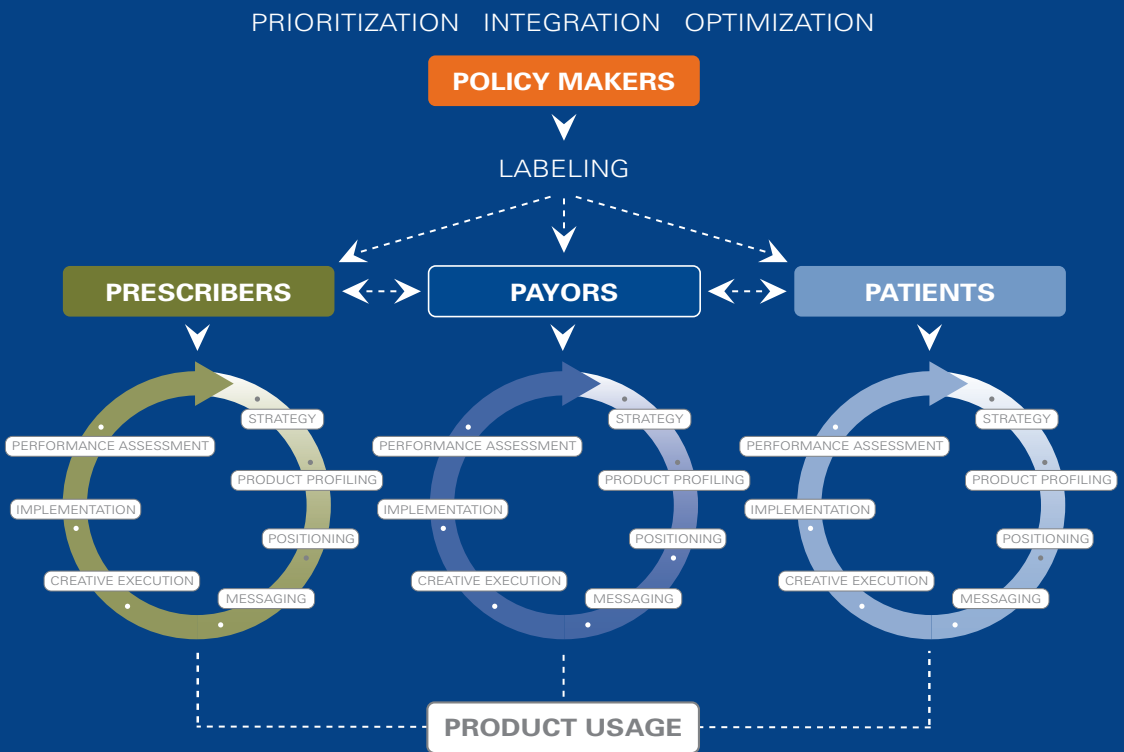
<b>G7 Countries</b>	<b>E7 Countries</b>	<b>Beyond G7 / E7</b>	
» Canada	» Brazil	» Argentina	» Luxembourg
» France	» China	» Australia	» Netherlands
» Germany	» India	» Austria	» Norway
» Italy	» Indonesia	» Belgium	» Poland
» Japan	» Mexico	» Czech Republic	» Portugal
» UK	» Russia	» Denmark	» South Korea
» US	» Turkey	» Finland	» Sweden
		» Greece	» Switzerland
		» Hungary	

# BRING ORDER TO CHAOS

## THE TVG MARKETING MODEL®

To provide order and direction in an increasingly chaotic market, we offer a systematic approach to planning your product's success. The TVG Marketing Model® creates a context for the work that needs to be done to achieve your marketing objectives. It provides a well-defined and integrated road map for strategic planning and identifying informational needs for products at all stages of their lifecycle.

We leverage this strategic framework in all aspects of our work — helping you frame your business questions, fine-tune planning and research objectives, and set a course for marketing your brand. At each step, TVG offers you proven research techniques, leading-edge, proprietary methodologies and custom study designs to address your product's specific needs. The Model also serves as a foundation for our strategic workshops and many of the concepts taught in the highly regarded TVG Marketing Seminar Series.



# INFORM YOUR DECISIONS

## TVG MARKETING RESEARCH

By focusing on the global success of your product in a market where multiple stakeholders influence ROI, we work hard to provide the answers and insights you need based on the reality of today's marketplace. We equip you with a complete picture of perceptions and related behaviors, and provide recommendations to drive your desired outcomes.

Over the years, TVG has been one of the industry's most consistent innovators. Today, we carry on that tradition by continuing to create new methods that get closer to the actual experiences and decisions in patient care.

### Early Opportunity Assessment/New Product Development

#### Business questions

- » Where should we invest R&D resources?
- » What licensing opportunities will best fill revenue or pipeline gaps?
- » Which pipeline products have the most potential?
- » Should we out-license or develop and commercialize our product? What is our product worth?
- » What endpoints do we need to support marketing claims and optimal positioning?

#### TVG research tools

- » Exploratory landscape assessments
- » Licensing opportunity assessments
- » Forecasting
- » KOL research

## Launching Your Product

### Business questions

- » How and where will we get the business?
- » What key attributes should we promote?
- » What is the potential uptake of my drug given different market scenarios?
- » What is the size and makeup of the customer segments with the greatest potential?
- » How will underlying emotional motivators affect acceptance?
- » What competitors will we face?
- » What level of threat do they present and how do we counter?
- » Which positioning will distinguish this product?
- » Which messages will best communicate the desired positioning?
- » How do we deliver the message to the customer?

### TVG research tools

- » Strategy Workshops
- » Knowledge/Attitudes/Practices
- » Chart Capture with Patient Data Cube<sup>SM</sup>
- » Unified Market Simulator<sup>SM</sup>
- » Segmenting physicians and patients
- » Positioning Workshops
- » Optimal Positioning Identification
- » Brand Character Portrait Analysis<sup>SM</sup>
- » Competitive Simulation Workshops<sup>SM</sup>
- » Message Max<sup>SM</sup>
- » Creative concept evaluation
- » Execution testing

## Post-Launch Surveillance

### Business questions

- » What is the impact of our launch?
- » What refinements are necessary?
- » How do we maximize the use of our product?

### TVG research tools

- » ATU Studies
- » Message Tracker<sup>SM</sup>
- » Systematic User Maximization<sup>SM</sup>



# ACCELERATE YOUR TEAM'S PERFORMANCE

## TVG MARKETING SEMINAR SERIES

TVG first established the industry standards for pharma marketing and marketing research training over 20 years ago. Over 7,000 industry professionals have attended our seminars and used the experience to make a positive impact on their products and their careers. We offer an evolving mix of public and in-house training options to strengthen the skills of your marketing and marketing research teams. The programs are continually updated and feature a faculty of experienced marketing and marketing research practitioners who offer their expertise based on work with many of the industry's leading brands.

### Marketing Research Training

- » Marketing Research Essentials
- » Interpreting & Applying Qualitative Marketing Research
- » Interpreting & Applying Quantitative Marketing Research
- » Secondary Data Analysis & Interpretation

### Training for Product Management

- » Building a Strategic Marketing Plan

# BUILD CONSENSUS AND GAIN MOMENTUM

## TVG CONSULTING SERVICES

TVG's Consulting Services offer highly interactive role-play workshops built to fortify your competitive position. These sessions offer a hands-on opportunity to focus on a range of issues from broad exploration of competitive strategies to a more tactical focus at the product level. The programs help you develop and/or critique current and potential business strategies and tactics against those of your competitors. The results are action-based plans for moving toward success. TVG provides the objectivity and experience to facilitate these customized forums of internal stakeholders to create consensus and forward direction.

### **Competitive Simulation Workshops<sup>SM</sup>**

Facilitated team exploration of "what-if" scenarios when your market is changing:

- » Dissect and rate competitive threats
- » Identify the best tactics to challenge new or established products
- » Develop and test competitive concepts

### **Strategy Workshops**

Brainstorm and evaluate potential competitive strategies at the company level, such as portfolio prioritization, optimal pipeline targets, etc.

### **C/MAP Workshops<sup>SM</sup>**

A critical piece of the annual marketing planning process:

- » Systematically explore your current competitive landscape and market situation
- » Assess current plans against impending needs
- » Develop a plan to address key issues based on recommended action points

### **Positioning Workshops**

Nail down the brand positioning that will have the greatest appeal to the targeted market, relative to the competition.

## TAP INTO EXPERIENCE

With in-depth knowledge across all major and many emerging therapeutic areas, and of the key stakeholders affecting product success today, TVG Research Professionals offer the immediate advantage of understanding the unique needs of your product area.

### **Therapeutic Experience**

- » Aesthetics
- » Allergy
- » Cardiovascular
- » CNS
- » Dermatology
- » Endocrinology/Diabetes
- » Gastrointestinal
- » Immunology
- » Infectious Disease
- » Musculoskeletal
- » Nephrology
- » Oncology
- » Psychotherapy
- » Respiratory
- » Rheumatology
- » Urology
- » Vaccines
- » Women's Health

### **Audience Experience**

- » Physicians
- » Patients
- » Caregivers
- » Experts/Thought Leaders
- » Nurses/Physician Assistants
- » Managed Care Administrators and Staff
- » Hospital Administrators
- » Pharmacists and Wholesalers

## COLLABORATE WITH A DEDICATED TEAM

Whether they are helping clients uncover the impact of market intricacies through a Unified Market Simulator<sup>SM</sup>, or building a robust profile of patient preferences from Chart Capture<sup>SM</sup> data, or identifying product messages with the greatest impact during a Competitive Simulation Workshop<sup>SM</sup>, our Marketing and Research Professionals draw on rich backgrounds in pharmaceutical marketing, R&D, psychology, sociology, finance, education and even engineering to bring their knowledge and individual talents to each situation.

### **TVG professionals offer:**

- » The product knowledge and collective experience of some of the most respected minds in pharmaceutical marketing.
- » A healthy dose of innovative thinking to tackle the specific issues that make your product unique.
- » Collaborative partners who will work with you every step of the way to find the best fit-for-purpose solution.





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