

Model N Website Persona — Pharma

Pharma pages of Model N website copy targets CxOs and presidents in global pharma and biotech manufacturers, in any lifecycle stage.

“Decide” and “Be Successful” pages should be more focused on the C-Level executive experience.

Deeper pages with greater detail/more links and content resources target lower-level employees who need to gather information before approaching C-Level executives to take action.

Key issues, pain points and solutions:

- Regulatory changes, payer consolidation, and competitive pressures are eroding profitable market access and global gross-to-net, and creating challenges to effective customer & channel contracting across institutional, managed markets, regulatory, and international channels.
- Increased market competition coupled with consolidation within PBMs, pharmacy chains, and sponsors and their increased influence, as well as an unprecedented frequency, uncertainty, and complexity in reporting requirements are causing challenges for manufacturers. Meanwhile group purchasing across providers and regions, hospital and pharmacy consolidation, and generic price competition are eroding profitable commercial sales and challenging effective GPO, IDN, hospital, and pharmacy contracting in mature and new markets. This is leading to an unprecedented level of pricing and contracting complexity and commercial gross-to-net risk.
- \$11BB is lost annually for incentives and rebates in the pharma industry alone (IDC Health Insights, 2009)
- 79% of Pharma CEOs are concerned about over-regulation which can sidetrack growth prospects

The Model N pharma revenue management solution suite is the only end-to-end software solution that gives you control of your global gross-to-net, encompassing pricing, contract and deal management, customer and channel incentives, and regulatory compliance, giving you full control from the front office to the back office.

Competitors:

- Unlike point (Vistex)
- Incumbent (Revitas)
- Consulting or BPO solutions (ZS, IMS, TIBCO, 3PL)

Key differentiators vs. competition:

- The Model N pharma revenue management solution suite guarantees measurable ROI through the industry’s only end-to-end set of applications designed to manage your gross-to-net lifecycle, with embedded pharmaceutical industry best practices that are tightly integrated with robust analytics.
- Pharma is the 4th most complex industry to operate in and the highest performing sector on average – compared to 11 other industry sectors.* We understand Life Sciences.

Who downloads Model N assets and what are their titles/levels?

- Depends on the asset.
- Whitepapers: All audiences
- Data sheets: Salespeople, generally not CEOs