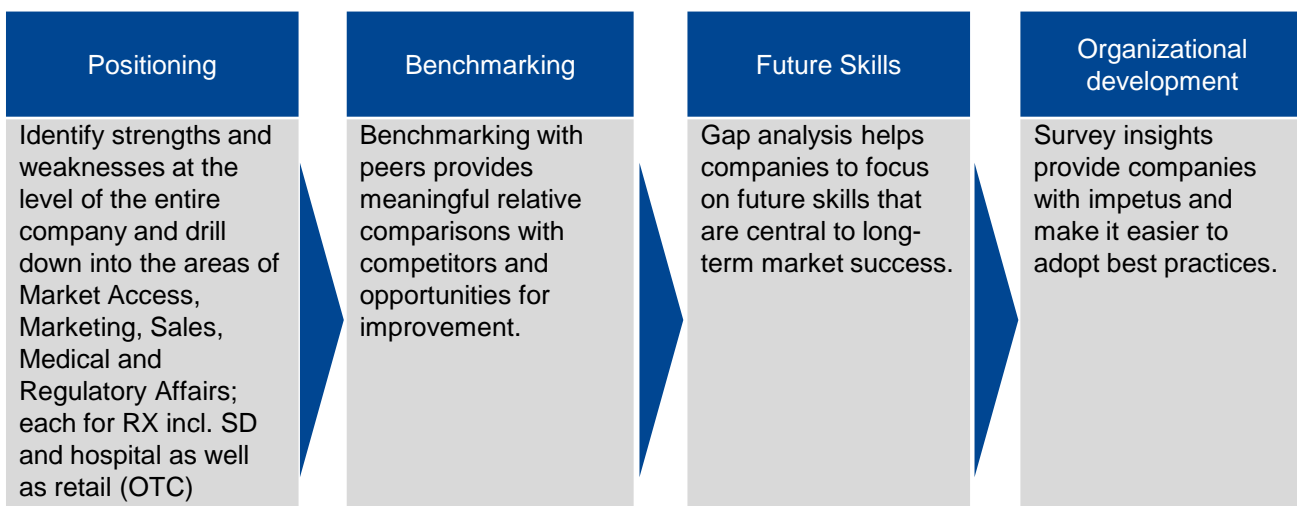


PRODUCT OVERVIEW

Efficiency can be measured, but success is invariably relative! A variety of quantitative and qualitative metrics (key performance indicators) is gathered through this new survey which provides participants with **meaningful company comparisons**. The study is carried out among swiss-based pharmaceutical companies that distribute branded name drugs, generics and over-the-counter drugs, through visiting healthcare professionals. It examines the areas of Market Access, Marketing, Sales, Medical and Regulatory Affairs. The survey is carried out with at least 20 participating companies and takes place every two years.



The **Swiss Pharma KPI Benchmark** provides managing directors, management teams and department heads with valuable information/insights for the establishment or fine-tuning of an impact-oriented performance management system.

The participating companies submit their information in encrypted form. The survey leads to a detailed and anonymised report on the collected key performance indicators. You will receive an individualised review for the entire company and drill-down for the areas of Market Access, Marketing, Sales, Medical and Regulatory Affairs with a comparative analysis, including median, "best in class" and "worst in class" (anonymized) in the formats PDF and Excel.

Your effort will be limited to filling in the survey form with the company-specific values per key performance indicator for 2018. In order to make the process as simple as possible for you as a participant, you will receive an Excel file with a description of the key performance indicators as well as a securely encrypted Excel file for collecting the data. Clear instructions will guide you through the process and we are happy to support you in this activity.

As one of the leading Swiss remuneration consultants, **klingsler consultants** offers solutions to all questions of remuneration and performance management. We regularly conduct industry surveys and stand for transparent, pragmatic and comprehensible products and services.

Survey steps

Registration deadline	30 September 2019
Expert group develops/validates key performance indicators and dashboards	October 2019
Adoption of key performance indicators and dashboards by participating companies	October 2019
Distribution of the Excel questionnaires	October 2019
Deadline for submission of the Excel questionnaires	November 2019
Presentation of the results and presentation (event at klingler consultants in Zurich)	December 2019 / January 2020
Price (excl. VAT)	CHF 9,990 for companies with ex-factory sales of more than CHF 81.5 million. CHF 8,990 for companies with ex-factory sales from CHF 18.5 to 81.4 million CHF 6,990 for companies with ex-factory sales below CHF 18.5 million

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