

Publicis Managed Markets

Your Voice in Managed Markets

Winning Managed Markets Solutions for Every Phase of Your Brand's Lifecycle

With an exclusive focus on Managed Markets, **Publicis Managed Markets** delivers winning managed markets solutions. We provide the expertise needed both to impact managed markets channels for early product commercialization and to cover under-represented mature products nearing the end of their lifecycle.

Publicis Managed Markets' staff has established long-term relationships with all key channels in managed markets, including pharmacy benefit managers (PBMs), managed care organizations (MCOs), state and managed Medicaid, Medicare Part D, long-term care (LTC), Veterans Administration/Department of Defense (VA/DoD), group purchasing organizations (GPOs), and hospital systems, as well as trade and specialty pharmacy. We are expert at successfully navigating these channels to deliver extraordinary results for our clients.

Publicis Managed Markets' expertise includes:

- National and regional account management
- Contract and trade operations
- Pull-through support
- Training
- Channel specialization
 - PBMs/MCOs
 - State Medicaid
 - Managed Medicaid
 - Managed Medicare/MMA Part D/LTC
 - VA/DoD; HIS
 - GPO/Hospital Systems
 - Trade
 - Specialty Pharmacy



Publicis Managed Markets is part of the world's leading healthcare communications company, Publicis Healthcare Communications Group, and has access to a diverse group of pharmaceutical sales and marketing services companies, all with the singular focus of increasing your brand's market impact.

See how **Publicis Managed Markets** can save you time, save you money and save you worry. Leverage our strong relationships with key managed markets channels and our proven track record to deliver extraordinary results for your brand!

For more information, contact:

Larry Green, VP, Managing Director
Publicis Managed Markets
609-896-4787
larry.green@publicismm.com
www.publicismm.com