



We've got you covered!

Publicis Selling Solutions

The Biopharma Sales Experts

Covering the Spectrum of Brand Teams

At **Publicis Selling Solutions**, we take pride in being the most experienced pharma and biotech sales professionals in the industry. That is why we are *the* selling solutions organization.

Our industry-experienced management team will help you build a pharmaceutical, biotech, or medical device sales force dedicated to success. Every sales team is developed with the same care and attention to detail as if it were our very own.

Specialty & Biotech Sales Teams

We have extensive experience in building and managing world-class specialty and biotech sales teams. Our expertise includes cardiology, dermatology, endocrinology, infectious disease, nephrology, neurology, oncology, radiology, ophthalmology, pediatrics, and substance abuse specialists.

Hospital Sales Teams

We understand how to recruit, hire, implement, and manage high-performing hospital teams. From traditional hospital teams to more innovative off-hours hospital teams, we have the experience to achieve your objectives and deliver results.

Clinical Health Educator Teams

Our **Publicis Clinical Health Partners** division optimizes patient care while positively impacting the sponsors' return-on-education (ROE). Staffed by healthcare professionals (eg, RNs, diabetes educators), our programs can be targeted to physicians (impacting treatment outcomes) and/or patients (impacting adherence and retention).

Managed Markets Account Teams

Our **Publicis Managed Markets** account management teams execute your managed markets and distribution strategies by gaining access and favorable positioning across all key channels, including private payers (PBM/



MCO), public payers (Medicare, Medicaid, VA/DoD), buying groups, and distribution through wholesale, retail, and specialty trade.

Primary Care Sales Teams

Our primary care teams include full- and flex-time representatives. We also offer innovative primary care sales teams such as over-the-counter (OTC), behind-the-counter (BTC), and retail clinical teams.

Customer Service Representatives

Our customer service representative teams have been highly successful, especially when paired with clinical sales representatives. Market research on this new hybrid model shows that access with physicians is increased, and both physicians and sales representatives prefer this model, resulting in strong market share results.

"Blended" Brand Teams

We are innovators of the blended brand team model, which employs a mix of different "types" of representatives to meet your specific brand objectives. We will work with you to recommend the optimal sales mix to meet your specific sales goals.

For more information, contact:

Business Development

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