

Pharmaceutical Solutions



Flexible, Turnkey Marketing Operations Solution for Pharmaceutical Companies

As marketing and advertising dollars associated with the launch of any new drug continue to escalate, how can you get more from your marketing budget and manage marketing operations more efficiently?

Look to DG3 Managed Services to support and extend the marketing operations function for biotech and pharmaceutical companies looking to improve their communications approach and become more cost-effective. Whether educating the market, supporting a sales force, or preparing for a major drug launch, DG3 gets the right message to the right audience wherever and however they receive information.

Integrated Managed Services Offering

- ▶ **Marketing Operations Consultation** – Our in house experts come from the marketing operations functions of major pharmaceutical companies and can apply the necessary skills to manage every aspect of agency management, supplier selection, and communications materials development, production and distribution. In addition, our team has specialized launch expertise, having participated in multiple blockbuster drug launches.
- ▶ **Email, Web, and Print** – Regardless of the medium, DG3 provides the expertise and tools for personalization, as well as regulatory/version control and translation services, to ensure that patient and physician materials are appropriate and understood.
- ▶ **Customized Patient Materials/Complex Kit Components** – No matter how complex the materials and kit elements, DG3 Managed Services can source high value components, produce materials, and customize, warehouse and ship anywhere and in any quantity. Our extensive capabilities and massive warehouse ensure that we can meet peak demand and respond quickly.
- ▶ **On-demand Ordering System** – Our advanced on-demand ordering capabilities can be tailored to meet the specialized needs of your sales force and requirements of your marketing team.
- ▶ **Metrics and Data Analysis** – How are your communications messages being received? Who is reordering materials and which pieces are most effective? Is email marketing having the expected penetration rate? Which sales people are using collateral most productively? No matter the question, DG3 can track trends, analyze data, and give you more insight about your marketing operations, and ultimately the ROI of your entire marketing efforts.

Key Features

- Turnkey marketing execution
- Deep expertise in Pharma and Drug Launch
- Vast resources to support peak demand
- Not only proficient at buying and managing suppliers, but also leveraging our in-house custom manufacturing capabilities
- Diversity of expertise—from customized emails to complex, dimensional education kits
- Sound program design to reengineer inefficiencies and save money

