

# Custom Research to Support Distribution Strategy

Engagement	Health Strategies Group: Deliverables
Client needed to assess the effectiveness of their specialty pharmacy distribution strategy for a blockbuster product and identify the potential costs and benefits of alternative distribution strategies	<ul style="list-style-type: none"><li>• Defined network strategy options by conducting an internal assessment of alternative network strategies relative to market forces</li><li>• Led an on-site workshop to test potential strategies</li><li>• Presented recommended strategy that best supported product goals</li></ul>
Client wanted to identify key specialty pharmacy managers (SPMs) with targeted expertise and ability to effectively distribute a new HCV product	<ul style="list-style-type: none"><li>• Provided in-depth profiles of all SPMs focused on the HCV category</li><li>• Recommend key SPMs the client should target to distribute the new product</li></ul>

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