



HBPC navigator

Fictitious pharmaceutical scorecard 2008

Fictitious pharmaceutical scorecard 2008 © HBPC	Strategic targets and initiatives 1	Strategic targets and initiatives 2	Strategic targets and initiatives 3	Strategic targets and initiatives 4
Finance	<i>F1</i> <u>Generate sales</u> of CHF 50 million	<i>F2</i> <u>Generate sales of</u> CHF 15 million with new products	<i>F3</i> <u>Costs</u> Practice intelligent and sustainable cost management.	
Clients and market	<i>C &M 1</i> <u>Value proposition</u> Attractive, differentiated value propositions for specific target groups.	<i>C &M 2</i> <u>Market positions</u> Create, maintain, expand leading market positions.	<i>C &M 3</i> <u>Market positions</u> Expand in good time for new areas of therapy.	<i>C &M 4</i> <u>Opinion leader network</u> Create, expand, strengthen, exploit.
Internal processes	<i>IP 1</i> <u>Effectiveness and efficiency</u> Increase on an ongoing basis.	<i>IP 2</i> <u>Marketing</u> Strong pre- and post- marketing.	<i>IP 3</i> <u>Sales</u> • Build good, sustainable relationships. • Generate prescriptions fast.	<i>IP 4</i> <u>Medical</u> Ongoing clinical trials in phases 3 & 4 in strategically important centres.
Employees and training	<i>E&T 1</i> <u>Our employees</u> belong to the best in their specialist area.	<i>E&T 2</i> <u>Employee satisfaction and retention</u> Offer an attractive environment. • Eliminate deficits	<i>E&T 3</i> <u>High performers & good employees</u> Offer incentives for top performance.	<i>E&T 4</i> <u>Increase mutual understanding</u> of marketing, sales & medical.