

PharmaVOICE

THE FORUM FOR THE INDUSTRY EXECUTIVE

Volume 4 • Number 9

PUBLISHER Lisa Banket
EDITOR Taren Grom
CREATIVE DIRECTOR Marah Walsh

MANAGING EDITOR
Denise Myshko

ASSOCIATE EDITOR
Elisabeth Pena

CONTRIBUTING EDITOR
Kim Ribbink

DESIGN ASSOCIATES
Jane Baxter
Cathy Liszewski

NATIONAL ACCOUNT MANAGER
Melissa Drozdoff

SALES REPRESENTATIVE
Jodi Malcom — Sherburne Medical Media

Copyright 2004
by PharmaLinX LLC, Titusville, NJ
Printed in the U.S.A.
Volume Four, Number Nine

PharmaVOICE is published 12 times per year by PharmaLinX LLC, P.O. Box 327, Titusville, NJ 08560. Application to mail at Periodicals Postage Rates is pending at Titusville, NJ 08560 and additional mailing offices.

Postmaster: Send address changes to PharmaVOICE, P.O. Box 327, Titusville, NJ 08560.

PharmaVOICE Coverage and Distribution:

Domestic subscriptions are available at \$190 for one year (12 issues). Foreign subscriptions: 12 issues US\$360. Contact PharmaVOICE at P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your order to 609.730.0197.

Contributions: PharmaVOICE is not responsible for unsolicited contributions of any type. Unless otherwise agreed in writing, PharmaVOICE retains all rights on material published in PharmaVOICE for a period of six months after publication and reprint rights after that period expires. E-mail: tgrom@pharmavoiced.com.

Change of address: Please allow six weeks for a change of address. Send your new address along with your subscription label to PharmaVOICE, P.O. Box 327, Titusville, NJ 08560. Call us at 609.730.0196 or FAX your change to 609.730.0197. E-mail: mwals@pharmavoiced.com.

IMPORTANT NOTICE: The post office will not forward copies of this magazine. PharmaVOICE is not responsible for replacing undelivered copies due to lack of or late notification of address change.

Advertising in PharmaVOICE: To advertise in PharmaVOICE please contact our Advertising Department at P.O. Box 327, Titusville, NJ 08560, or telephone us at 609.730.0196. E-mail: lbanket@pharmavoiced.com.

Letters

Send your letters to feedback@pharmavoiced.com. Please include your name, title, company, and business phone number. Letters chosen for publication may be edited for length and clarity. All submissions become the property of PharmaLinX LLC.

According to a Cutting Edge Information study, 88% of surveyed companies' market-research teams were involved in collecting and analyzing competitive intelligence.

Companies across multiple industries are recognizing the overlap between market research and competitive intelligence and combining the two functions. According to Cutting Edge Information, some experts argue that market research is just another form of competitive intelligence.

While the jury may still be out on this strategy's effectiveness, in the meantime market-research groups have been turning their attention toward collecting and analyzing competitive intelligence to support specific product goals.

Within the pharmaceutical industry, between 1998 and 2001, almost every major company enhanced its competitive intelligence function by allocating more resources. And competitive intelligence departments are receiving praise for making a major strategic impact.

Both competitive intelligence and market research have undergone a strategic rebirth in corporate America. Companies have made concerted efforts to form strategic competitive intelligence teams. Some have found success and others have not, says Elio Evangelista, a senior analyst at Cutting Edge Information.

"Competitive intelligence functions benefit when aligned with market research because they remain efficient and produce valuable analysis," Mr. Evangelista says. "Combining competitive intelligence with market research strengthens strategic planning as companies invest more in their data gathering and analysis competencies. Pharmaceutical companies, for example, have been steadily increasing their competitive intelligence capabilities over the last three years. In doing so, market research has played a greater role in coordinating with competitive intelligence activities. Because the two functions seemingly go hand in hand, it is not uncommon to see the two housed under the same organization within a company."

"Competitive intelligence is part and parcel of what we have to do to understand the marketplace," says Richard Daly, senior



Christopher Bogan

Companies have to build a listening network to capture and harvest information from all available sources.

VP of marketing at Takeda Pharmaceuticals North America Inc. "Competitive intelligence is one of the three core parts of life-cycle management. The first element is message; what do we want to tell the markets? The second is the science that backs up that message. And the third part is competitive intelligence, which looks at what's happening in the marketplace and how we are positioning ourselves."

According to Bart Weiner, president of V2 GfK, companies can achieve a more holistic view of the market and anticipate what might happen as competitive intelligence continues to be better integrated with other information resources that a company has at its disposal, such as primary market research, secondary data research, and epidemiological information.

"The trend also is to track the science and not just a specific product, especially if several companies are developing products for a particular condition in the same time frame," he says.

Christopher Bogan, president, CEO, and founder of Best Practices LLC, says there is a much broader set of sources of competitive intelligence available than some people acknowledge or recognize.

"Companies can gather information from customers, suppliers, public records, observations, trade shows, the Internet, secondary research, former employees, incoming employees, and salesforces, to name a few fertile areas," he says. "They have to build a listening network to capture and harvest information from all of those sources."

Taren Grom
Editor

Data for competitive advantage