

Formulary Factor™: *The Virtual P&T Committee*

The Product

Co-founded by the developer of the premier mock formulary product on the marketplace, which has been providing invaluable market research and evaluated over 60 products since 1999, Formulary Factor™ is a powerful tool that allows manufacturers to place their product before a working Pharmacy and Therapeutics Committee acting on behalf of a virtual health plan and its members. Clients obtain accurate decisions that will impact their marketing and sales efforts, and product expectations.

Services and Deliverables

- All Premeeting Planning, Recruitment, and Coordination
- Management of a Closed, Realistic P&T Committee Meeting
- Videotaping for DVD Creation
- Provision of Executive Summary and Final Report
- Presentation of Results to Entire Sales and Marketing Team
- Development of Edited Videotape for Sales Training

A Sampling of Past Clients for This Service

- Amgen
- Astra Zeneca
- Becton Dickenson
- Eli Lilly
- GlaxoSmithKline
- Merck
- Novo Nordisk
- Novartis
- Ortho McNeil
- Oscient
- Sanofi Aventis
- Wyeth

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