

COMPETITIVE INTELLIGENCE REPORT

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World Headquarters
Williston, Vermont
05495

In this issue of the *Competitive Intelligence Report*, we focus on protecting and improving competitive intelligence.

Between the Lines

Fletcher/CSI

Change in the pharmaceutical and healthcare market is not new. What is new is the pace and the breadth of change, and the variety it entails.

Our first article discusses the changes underway in a segment of the pharmaceutical market, specialty pharmaceuticals, and how the rate of change in that segment impacts other parts of the industry. Since the specialty pharma market is much smaller than the traditional market, and features greater diversity in channels the traditional market, syndicated data on developments is harder to find. This lack of data hinders effective decision making and leaves many companies missing key information on competitor plans and opportunities. The article describes several key impacts this lack of knowledge has, including the impact on the supply chain, sales, marketing, budgeting, and maintaining a competitive edge. Sources of information about developments in the fast changing specialty pharma market are identified, offering readers several avenues to keep current and alert to competitive opportunities and threats.

Our second article examines one of the many ways that competitors can collect sensitive information.

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Specialty Pharma Is on the Move

Steve Everk | June 9, 2009 | PharmaExec.com

As pharmaceutical companies diversify their portfolios to retain market leadership, the once-tactical process of analyzing data has become more of a strategic, C-level concern. With each new product comes a wealth of sales and marketing data. Though cumbersome, examining this data offers critical insight into market dynamics for business planning, sales management, targeted marketing... the list goes on.

Until now, the process has been complex but manageable. Syndicated vendors like IMS and WK collect and distill data from different distribution channels, tracking a drug's path to the customer and feeding the data back to the company for analysis. There, it's scrubbed, polished, and rearranged – ultimately providing a complete view of the supply chain according to a company's specific business objectives.


But specialty pharmaceuticals — expected to be a \$100 billion market by 2010 (IMS Health) are often noticeably missing from the syndicated data. And savvy executives must take note, or risk turning a viable new business prospect into a colossal missed opportunity.

What is the real impact of this misinformation to a company's strategic plan?

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Between the Lines (cont.)

The article points out the vulnerabilities of newer technologies such as smart phones. These tools have become ubiquitous in the market, which is understandable given their ability to increase effectiveness in all parts of the company. At the same time, users often forget that they are using a broadcast technology that can be monitored remotely and that a smart phone gives users access to company data. In a world where phones are lost and stolen, this can open a large window for intruders, both competitors and general mischief makers, to enter the company networks. The article suggests five simple steps that can be taken to protect the data on a smart phone from unauthorized use. CI managers can work with company IT specialists to apply some of these steps to safeguard company information from outsiders. 

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www.fletchercsi-healthcare.com

5 Steps to Protecting Business Intelligence

Don Campbell | May 28, 2009 | Wireless Week

Smartphones and personal digital assistants (PDAs) are among the top growth technologies today as organizations use mobile devices to provide personnel with the information needed to make informed decisions any time, anywhere. This mobile business intelligence (BI) raises the value of mobile devices by enabling organizations to use them to deliver accurate, mission-critical performance information that is customized to personnel, where and when they need it.

The ability to access critical business information and performance analytics on mobile devices generates smarter decision making, competitive advantage and higher productivity. It lets organizations leverage existing infrastructure investments for a lower total cost of ownership and consistent business insight as conditions change. As the delivery of business intelligence on mobile devices becomes increasingly popular among organizations, five important security guidelines must be considered:

1. **Authentication:** Authentication ensures that only users with valid passwords, IDs and related identifiers can access a system.
2. **Authorization:** Authorization ensures that only certain users, groups and roles can access specific data or information and can perform only certain actions on that data or information.
3. **Safeguard Sensitive Data and Communications:** Most mobile BI solutions come with an encryption mechanism for encrypting all data and communications.
4. **Passwords: The More Complex, the Better:** Passwords are used to control who can use and access data on a mobile handheld device.
5. **"Kill" Lost or Stolen Devices:** If a device is reported lost or stolen, an administrator can prevent data stored on the device from being accessed.

By combining the security technology that is provided within mobile BI solutions and by device manufacturers, organizations can be confident that the performance information used by their mobile workers is well protected.

[READ THE REST >>](#)



Continued from page 1

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Decision Support and Training on Competitive and Market Issues for Pharmaceutical Senior Management

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Strategic Competitive Intelligence

**Can you construct viable strategic plans
without knowing your competitors' strategies, plans, or positioning?**

Fletcher/CSI Healthcare Strategies provides critical **strategic competitive information** through its investigation and research arm. Life Science clients can be assured that they have the timely and accurate responses necessary to fill in the gaps between what they know and what they need to know about their competitors' strategies.

Fletcher/CSI clients are confident that their team will have all the information needed to consider the appropriate competitive landscape as they implement strategic initiatives. Our data integrates seamlessly into client reports, improving the effectiveness of strategy presentation.

For a complete look at Fletcher/CSI's Strategic Planning services, please visit our website www.fletchercsi-healthcare.com or drop a quick note to info@fletchercsi-healthcare.com. To speak with one of our specialized team of professionals, call us at (610) 361-1209. ■

► Strategic
Competitive
Intelligence by
Fletcher/CSI
Healthcare
Strategies

► Conference
Schedule

**ADAPTIVE
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for
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Conference Schedule

The following is a partial list of upcoming conferences. To learn more about other conferences occurring in 2009, visit our website www.fletchercsi-healthcare.com or email info@fletchercsi-healthcare.com

Competitive Intelligence

2009 Pharma CI Conference — Sep. 15-16, 2009 — NJ — www.pharmaciconference.com

Healthcare/Pharmaceuticals

American Association of Diabetes Educators — Aug. 5-8, 2009 — Atlanta, GA — www.aadenet.org

American Psychological Association — Aug. 6-9, 2009 — Toronto, ON — www.apa.org

Heart Failure Society of America — Sep. 13-16, 2009 — Boston, MA — www.hfsa.org

American College of Surgeons 95th Annual Clinical Congress — Oct. 11-15, 2009 — Chicago, IL — www.facs.org

National Community Pharmacists Association Annual Convention — Oct. 17, 2009 — New Orleans, LA — www.ncpanet.org

Medical Devices

Medical Device Puerto Rico — Mar. 4-5, 2010 — San Juan, PR — www.medicaldevicepuertorico.com



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PHARMA CI
CONFERENCE & EXHIBITION

SEPTEMBER 15-16

2009
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5 Reasons Companies Don't Improve Competitive Intelligence

Tom Hawes | June 1, 2009 | Strategically Thinking

In meeting with leaders from multiple companies, there is a common thread that I observe about the need for and lack of competitive intelligence in their businesses. Given the dearth of competitive intelligence insight, why don't companies spend more time and money getting better at this function? There are five common reasons that I hear from companies.

1. We already do competitive intelligence (but it is not helping us).
2. We can't afford it (but we can accept the costs of not doing it).
3. We don't believe it can help
4. We tried it before (and it didn't deliver).
5. We need certainty (there is risk in answers).

I recently met with a marketing manager from a high technology company. We talked about the many challenges that his company is facing. It was clear to me as we talked that he is a very smart and accomplished manager grappling with tough questions (who isn't?).

Aside from the general macro economic pressures affecting most everyone, it was clear that the company had some very specific pressures all their own. I heard about the history of competitive intelligence at the company. It turns out that people throughout the organization had some responsibilities for monitoring competitor's products (this is the common form of competitive intelligence).

"Wouldn't it be nice," I suggested, "if you could get answers with some reasonable confidence to all of those questions?"

[Read the whole article...](#)

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- ▶ 5 Reasons Companies Don't Improve Competitive Intelligence

Producing
Reliable
and
Accurate
Competitive
and Market
Intelligence
Since
1988

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World Headquarters
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05495

FOR MORE INFORMATION: INFO@FLETCHERCSI-HEALTHCARE.COM • 601.361.1209