

2023 Alignment Design and Refinement Benchmarking Study

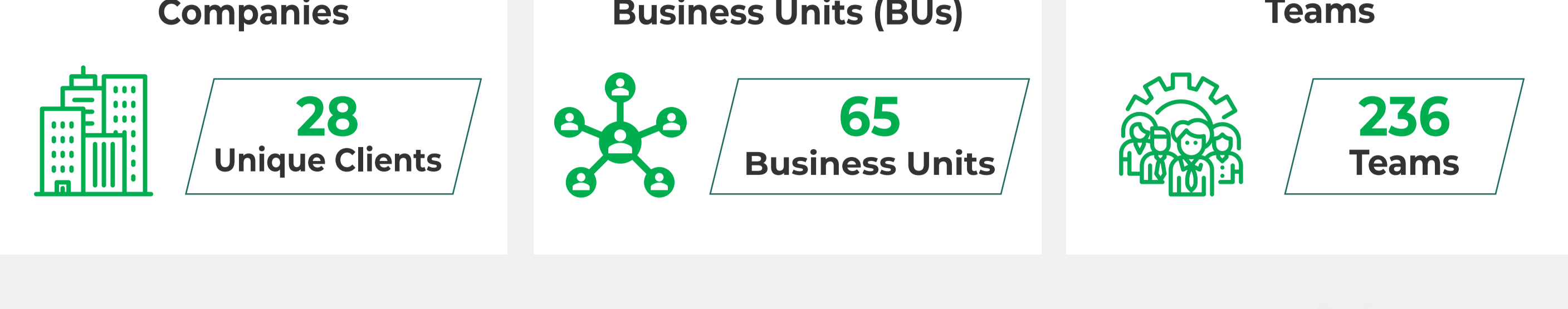


Overview

Axtria analyzed alignment design and refinement operations data from more than 25 US life sciences organizations to develop a robust and holistic set of anonymized benchmarks.



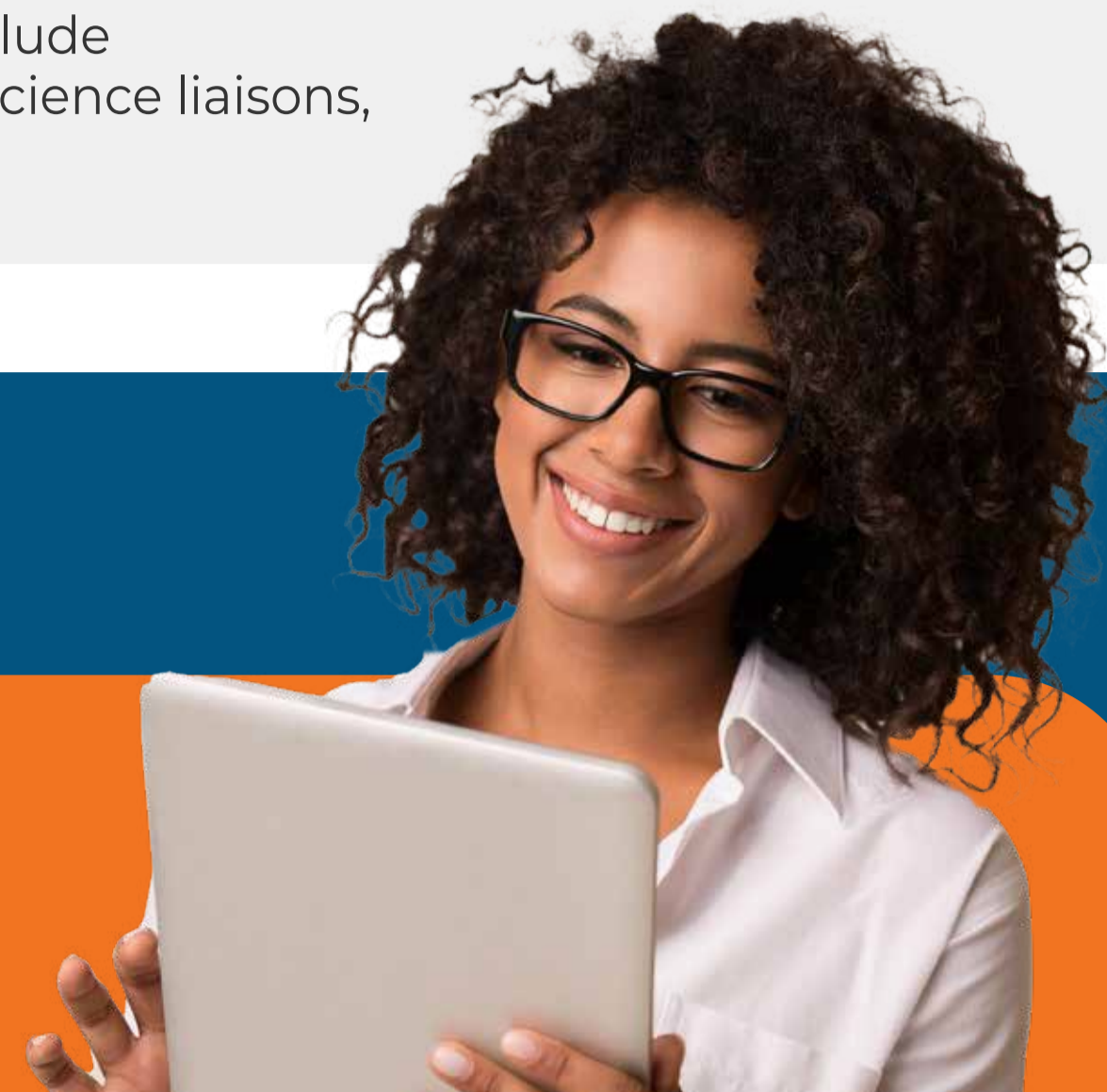
Sample Size



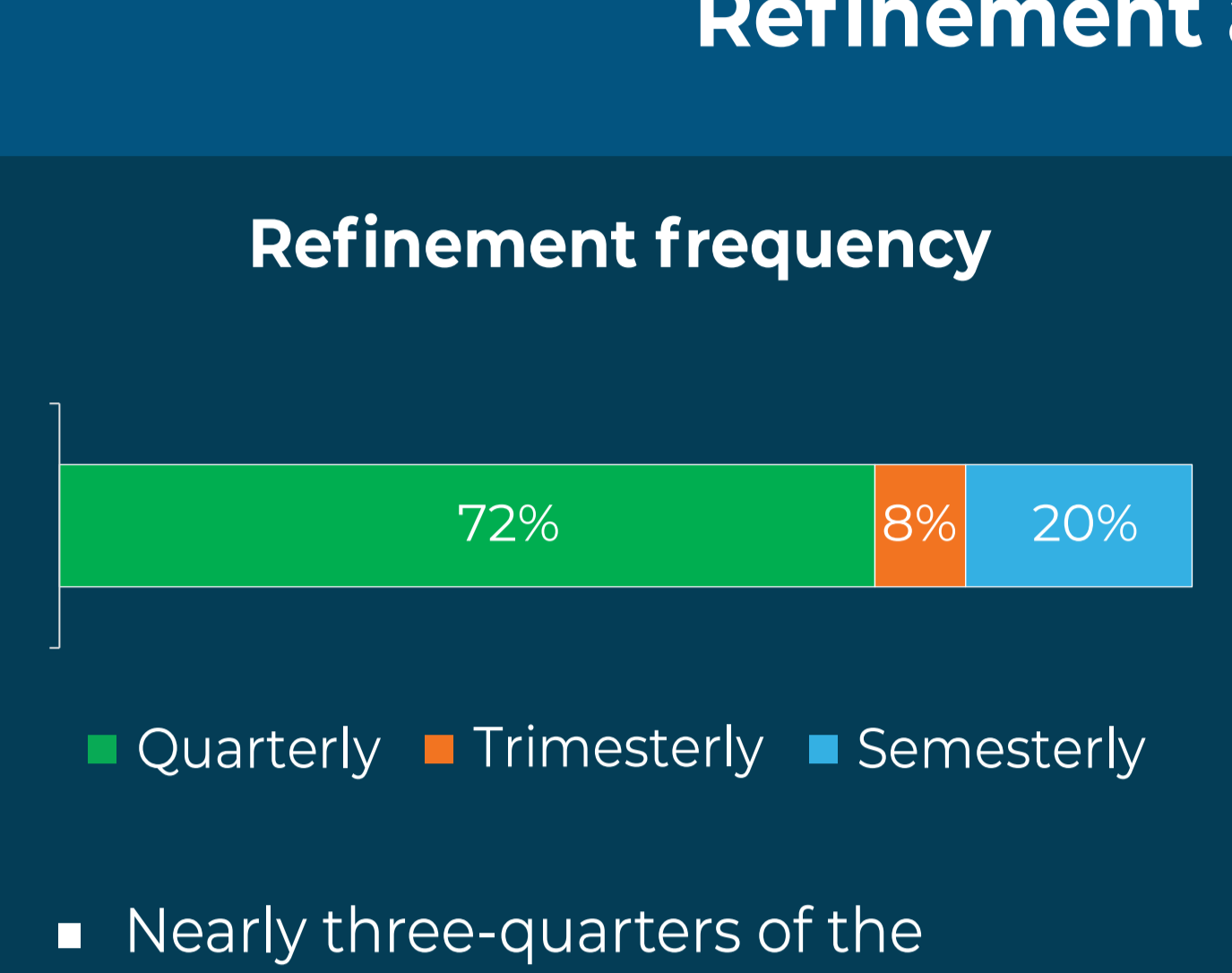
The study covers all operations and insights roles. Teams include commercial reps, market access, inside sales reps, medical science liaisons, and patient support.

Key Insights

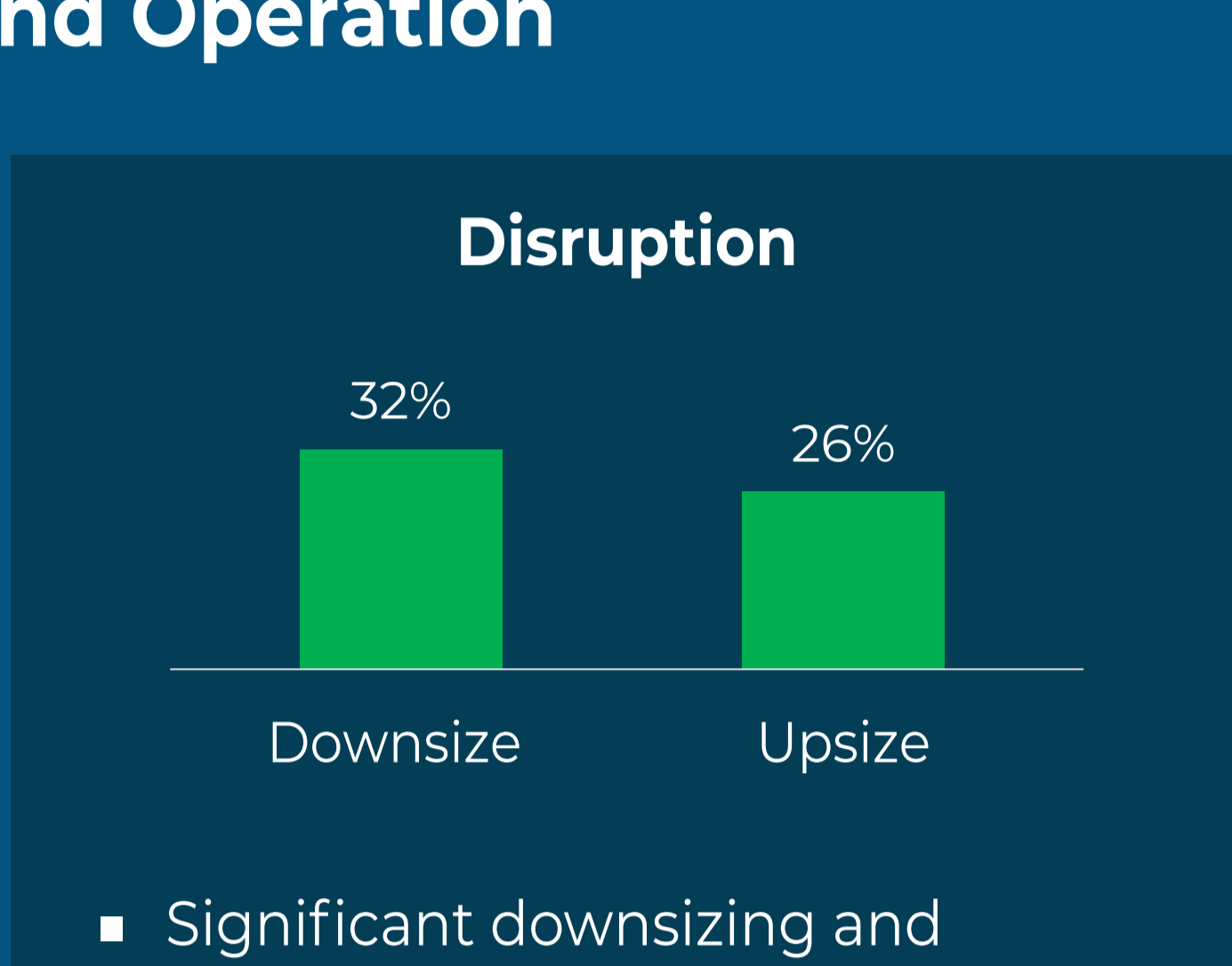
Companies continuously refine their current state of alignment, striving to be close to the customer and minimize vacant territories.



Refinement and Operation

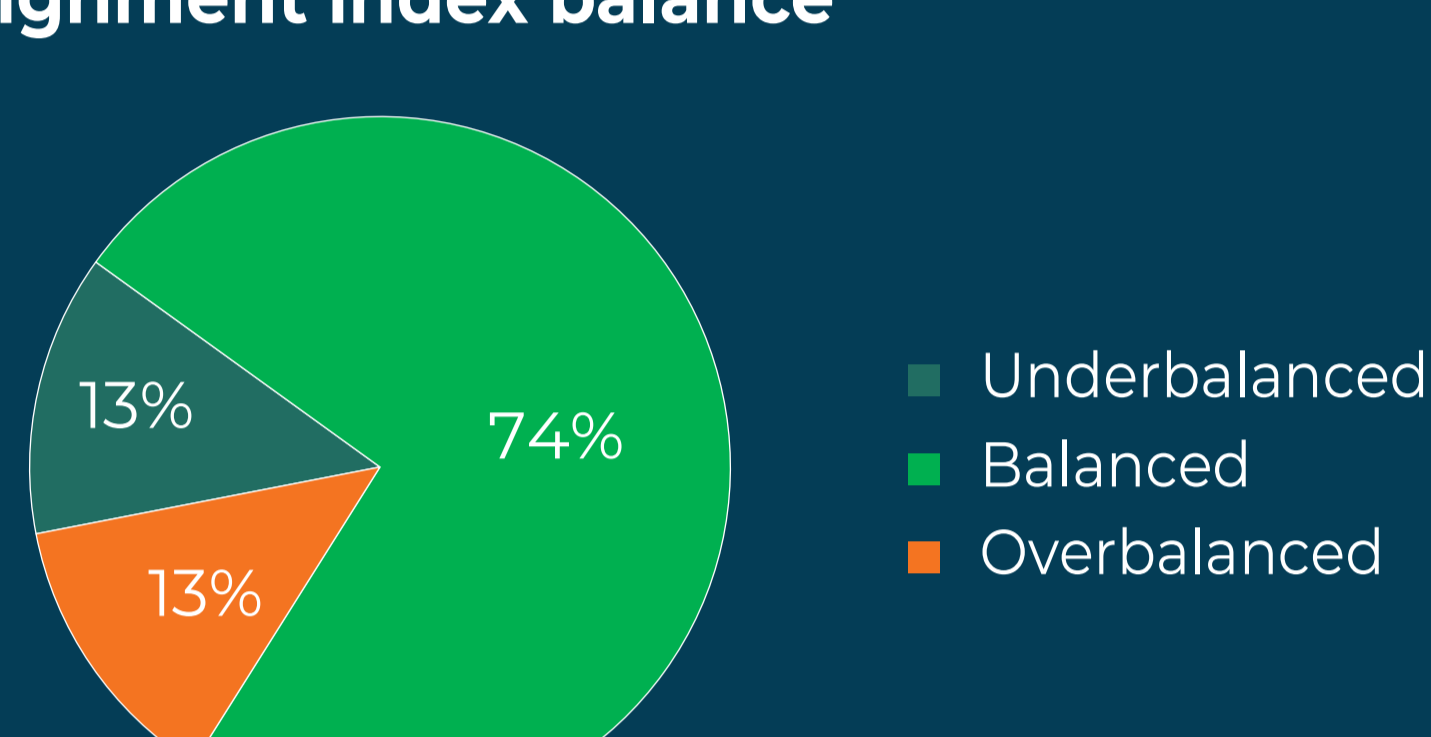


Nearly three-quarters of the companies follow a regular refinement cycle to respond to the most recent data.



Significant downsizing and upsizing of the sales force leads to an average disruption of 26%-32%.

Alignment index balance



Nearly three-quarters of the territories are balanced in terms of alignment index.

Note: 1. Underbalanced: <80% of National Average Territory Index; Balanced: National Average Territory Index: +-20%; and Overbalanced: >120% of National Average Territory Index.
2. 1,000 index points (a national average territory index) generally refers to the workload and opportunities equivalent to one rep.
3. The alignment index is defined differently for each team and generally combines reps' workload, brand sales, and opportunities available in a territory.

Rep travel vs. rep role



On average, Primary and Specialty reps live in proximity to the customer, typically within 30-50 miles of the territory centroid.

Vacancy rate



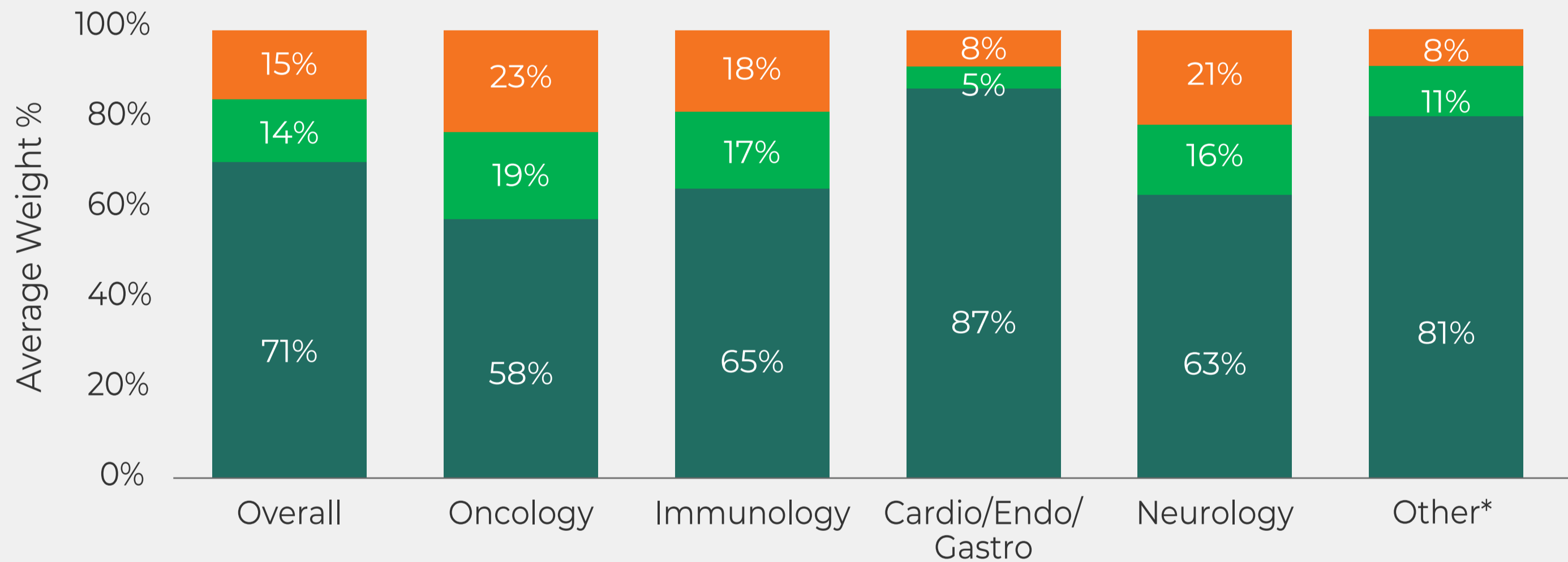
On average, 3% of territories are vacant at any time, and it takes an average of 95 days to fill the vacancy.

Note: The vacancy rate is the number of vacant territories divided by the total number of territories.



Strategy and Design

Alignment index weights by therapeutic area

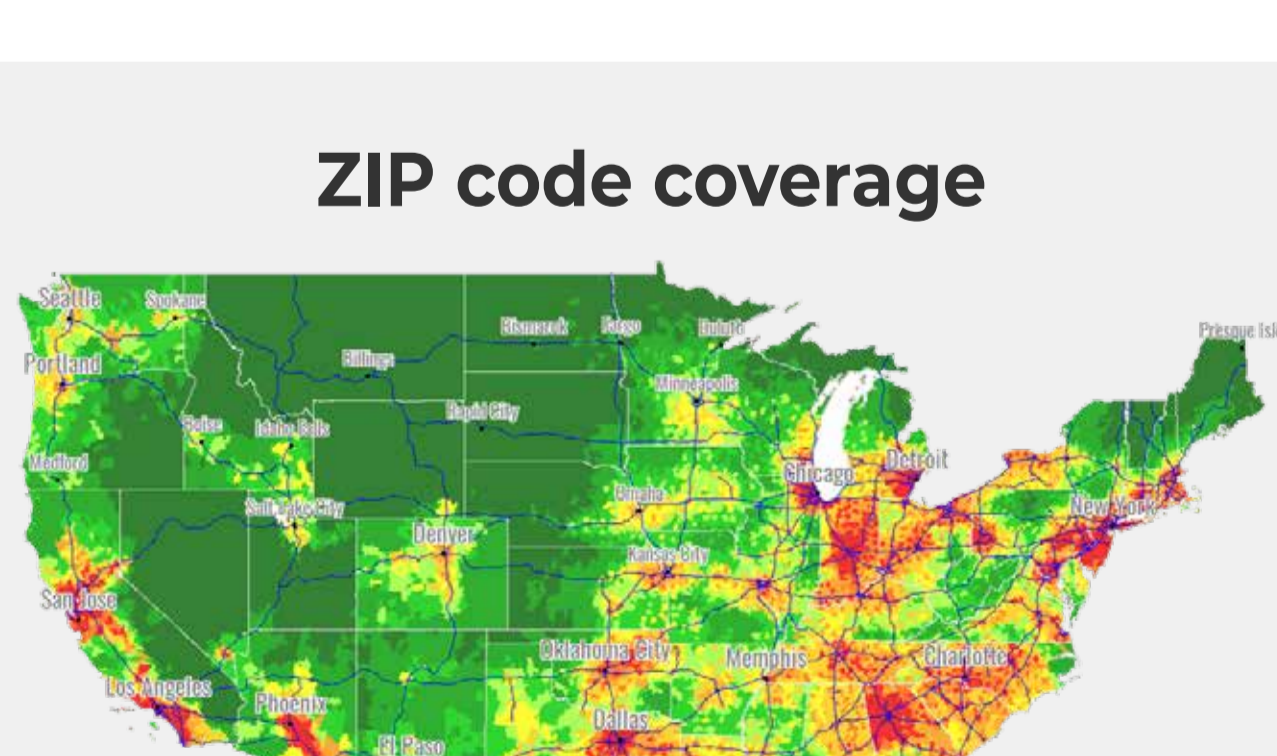


Q. What are the components of alignment index?
N = 68, Overall count excludes Medical Devices

Workload is the most preferred component of Cardio/Endo/Gastro teams, while teams focused on other therapeutic areas rely somewhat more on brand and market sales. This helps Sales Operations teams evaluate the current mix of metrics used in the Alignment Index calculation and reevaluate/include additional metrics as needed.

*Note: Other includes Rare Disease, Respiratory, Dermatology, Ophthalmology, Women's Health and Urology.

ZIP code coverage



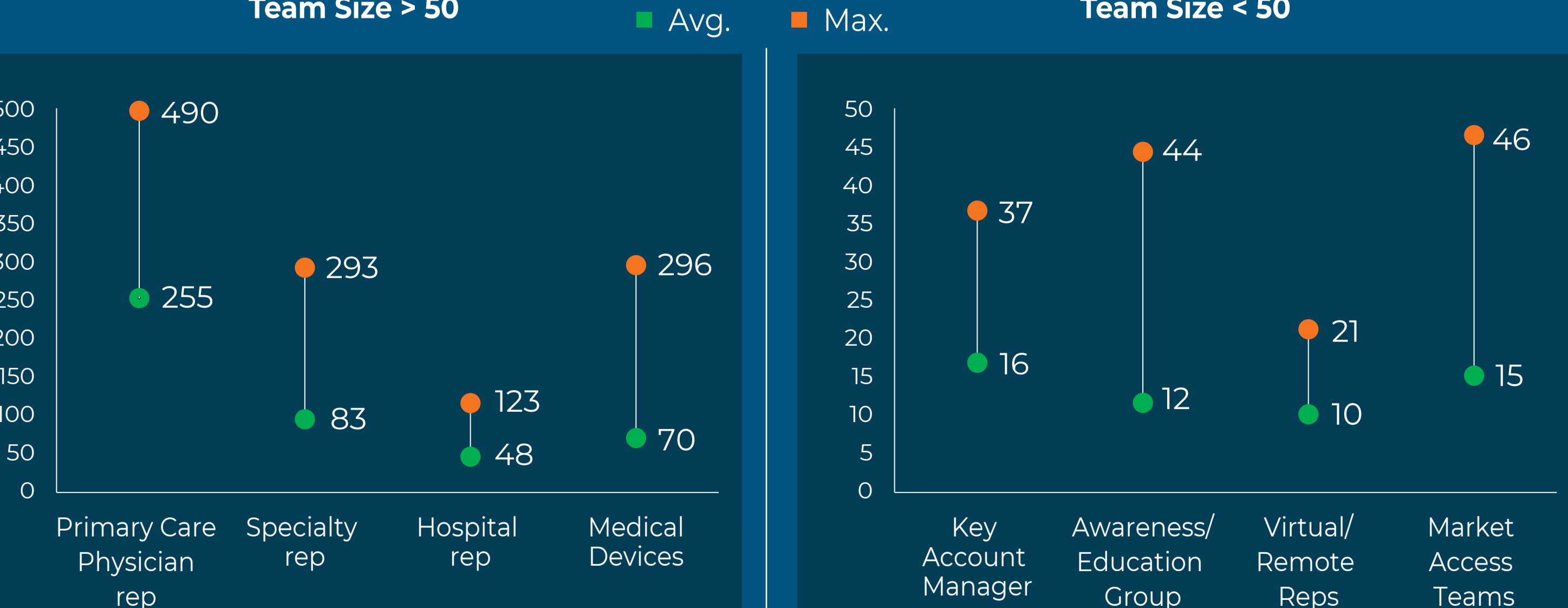
California, Texas, New York, Florida, Georgia, Illinois, and Ohio are high workload states.

Note: Red zones are highworkload areas

As expected, Primary care and Specialty teams have bigger sales team sizes compared to other roles.



Salesforce team size by role



Q. What is the count of territories in the team?
Overall N = 189, Overall count excludes medical devices. Market Access includes front-line managers.

Note: This infographic is representative of the complete study. For comprehensive benchmarks, please request a read-out of the complete study.