

### 2023 GLOBAL (EX-US) INCENTIVE COMPENSATION **BENCHMARKING STUDY**

#### **OVERVIEW**

Axtria collected and analyzed incentive compensation plan and performance data from 12 organizations for the 2022 plan year to develop a robust and holistic set of anonymized benchmarks representative of incentive practices across the industry.

#### **SAMPLE SIZE**

life sciences organizations covering 52 countries across 6 geographical regions

out of the top 10

life sciences

organizations

out of the top 20

therapy areas IC plans for

sales reps and

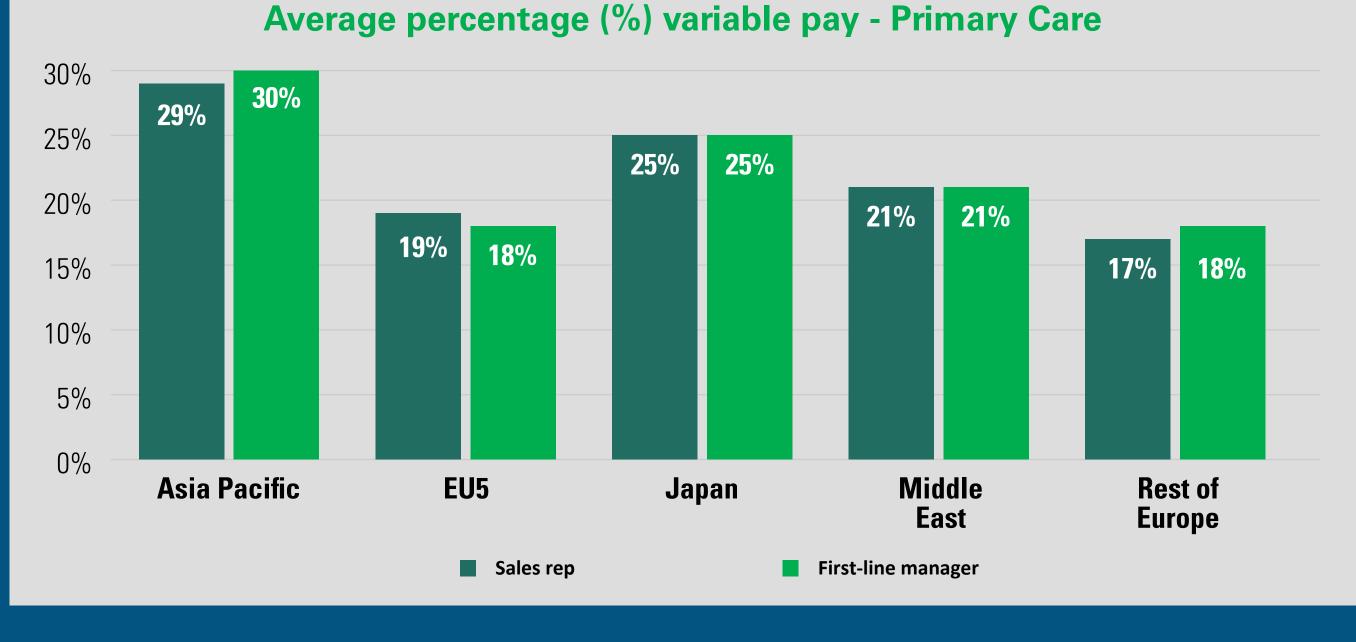
equivalent roles

**KEY INSIGHTS** 

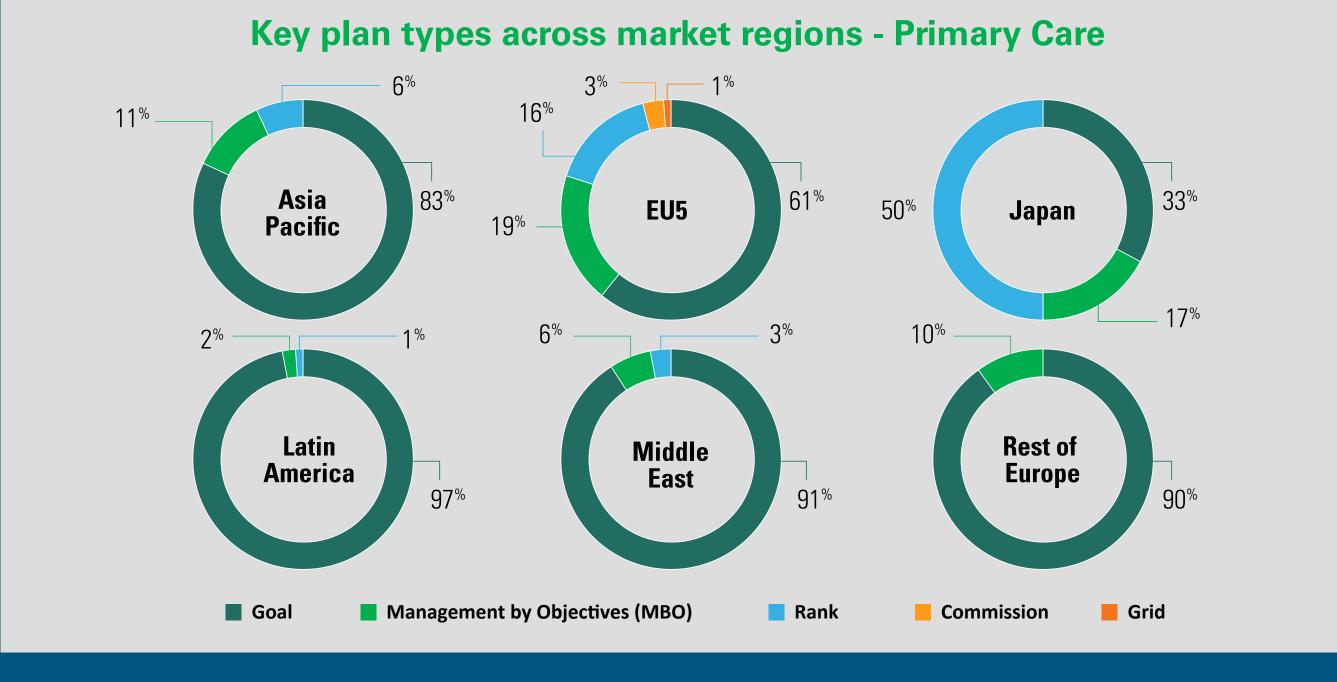
# **PAY MIX** For Primary Care teams, Asia Pacific and Japan have the highest



variable pay, comprising 25-30% of total pay, on average, while European regions have the lowest variable pay.



IC PLAN COMPONENTS



for Primary Care brands.

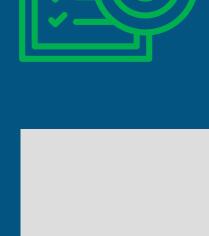
Goal-based IC plans are the most common plan type for incentivizing Primary

Care reps across market regions except in Japan, where rank-based plans are

# Brand history is the predominant goal-setting parameter used

**7**%

**GOAL SETTING** 



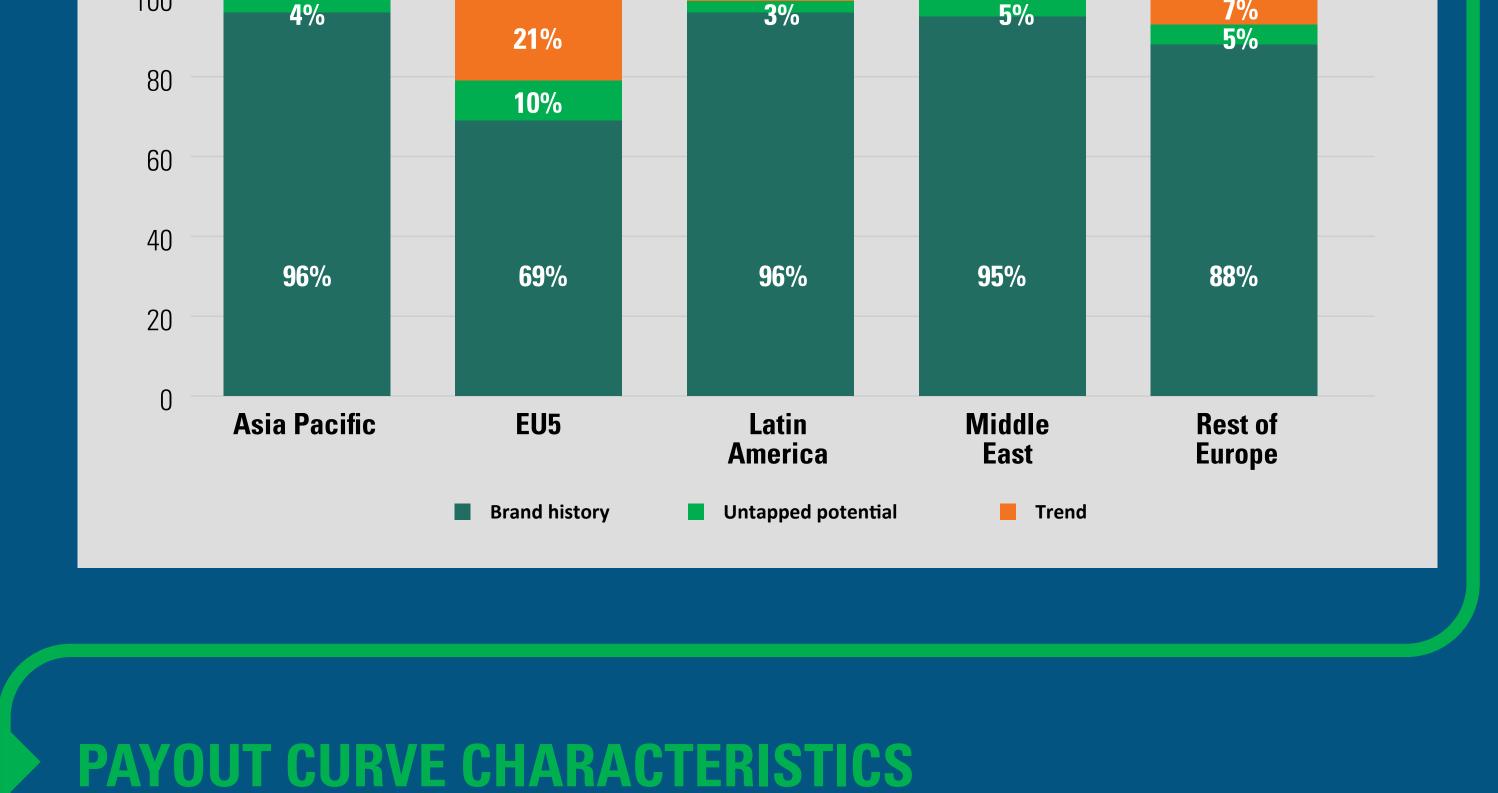
100

of the IC target.

100%

also common.

- Other commonly used goal-setting parameters include untapped potential and trend.
- **Goal-setting parameters used in Primary Care teams** (Average weights of goal-setting parameters)



#### Average threshold attainment and percentage earnings at threshold - Specialty Care

90% 80% 87% 86% 80% 60%

**3**%

3%

23%

48%

EU5

19%

7%

53%

**Asia Pacific** 

60%

40%

20%

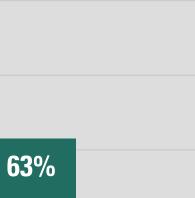
0%

Care teams.

In Specialty Care, average threshold attainment (at which the rep is

Average earnings at threshold attainment are in the range of 20 - 30%

eligible for earnings) is in the range of 80 - 90% for most regions.



42%

45%

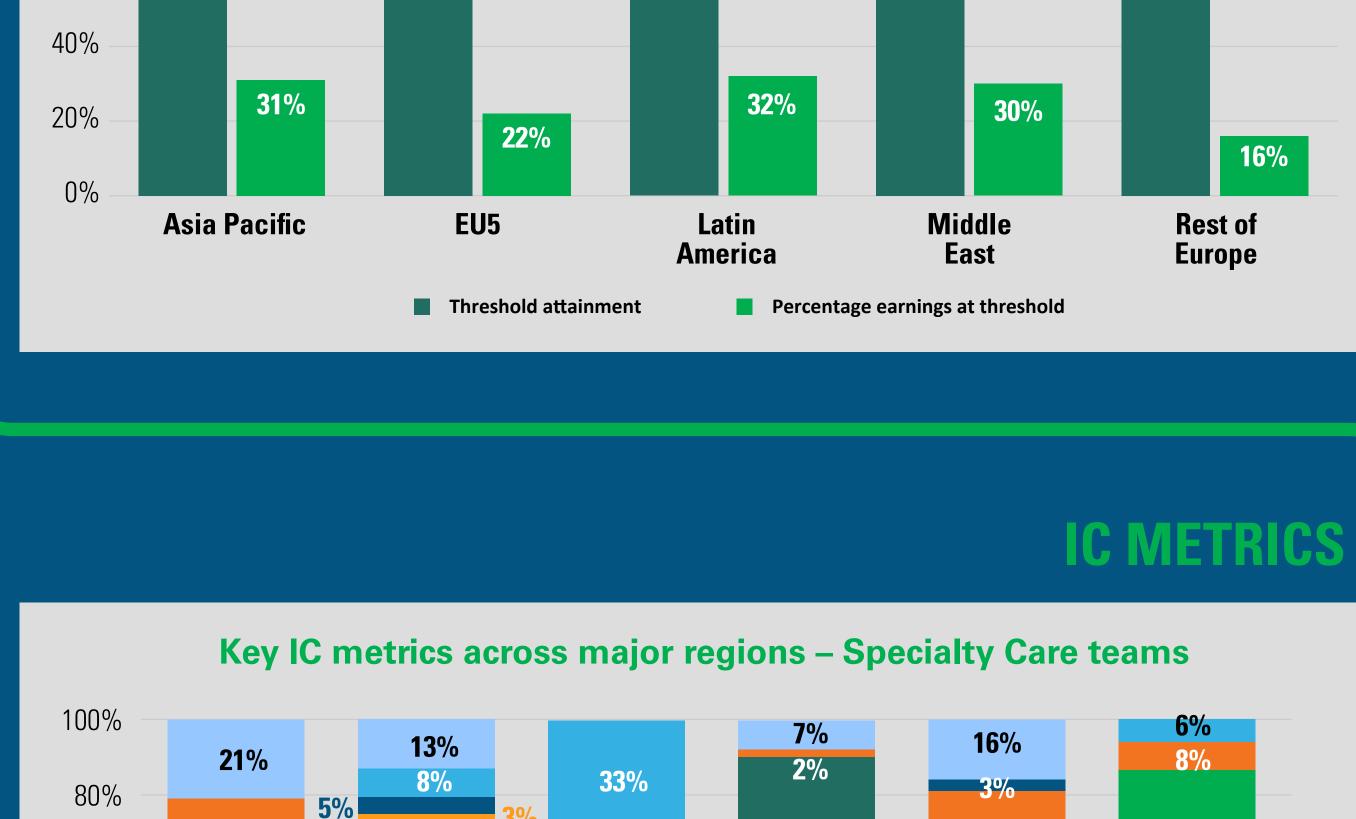
**Rest of** 

**MBO** 

31%

50%

Middle



**East America** Europe Sales units Market share Increase in sales units Increase in market share Sales revenue Patient count Sales units are the predominant IC plan measure for Specialty Care teams across

most regions. Market share-based metrics are also fairly common across Specialty

90%

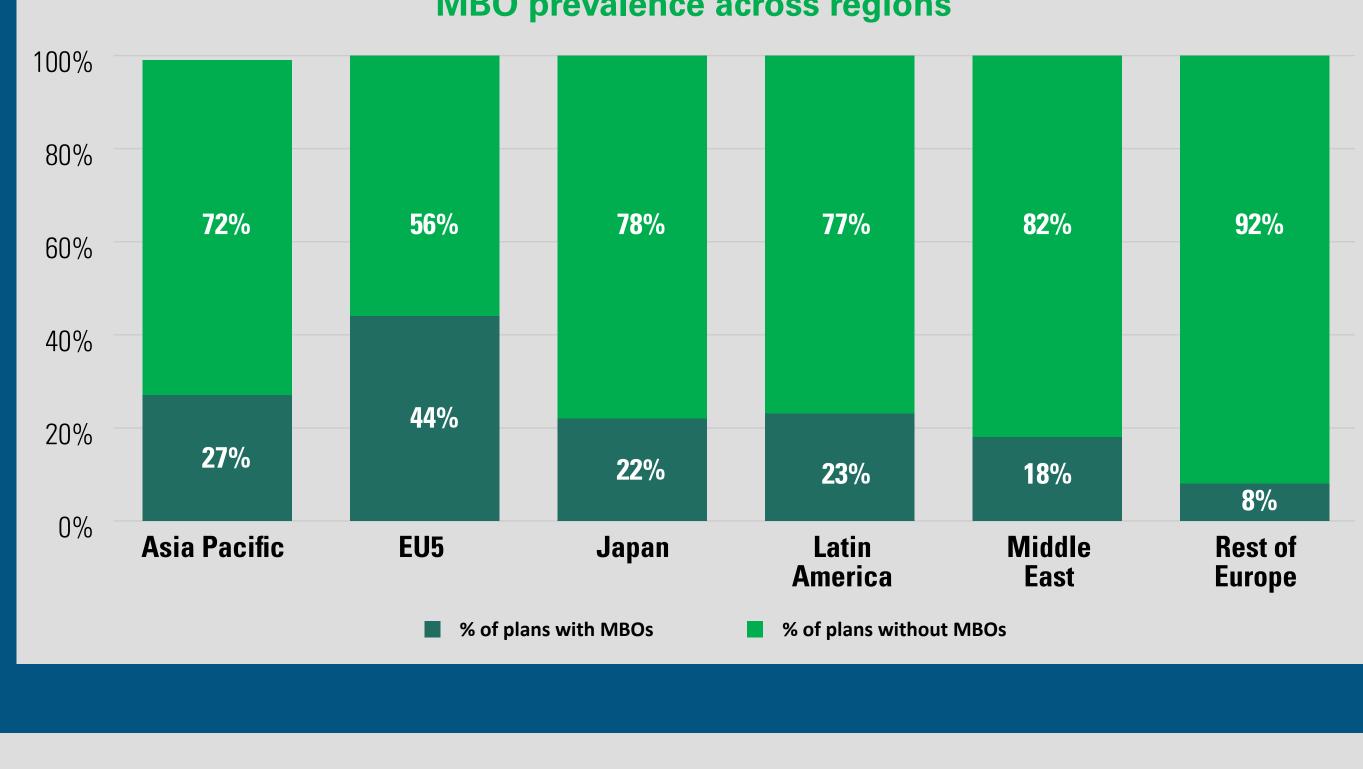
Latin

33%

33%

Japan

**USE OF MBO** MBO components are present in approximately 24% of all IC plans across therapy areas and regions, with an average of 2-3 objectives per plan. **MBO** prevalence across regions



Note: This infographic is representative of the complete study. Different KPIs may have been shown to different business units. For comprehensive benchmarks on all business units, please request a read-out of the complete study.



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AIM (Axtria Intel Monitor) is an engaging series of thought leadership that showcases Axtria's intelligence on therapy areas, industries, and topics relevant to life sciences.

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