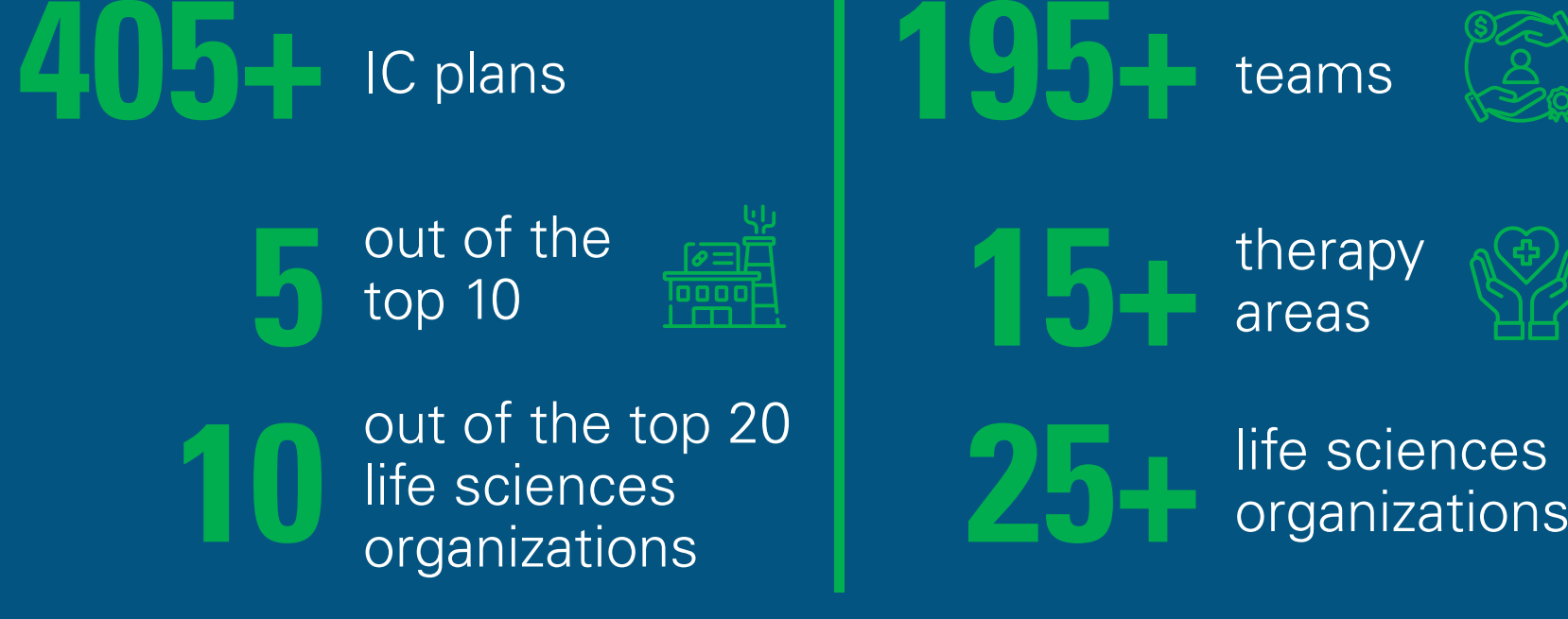


## OVERVIEW

Axtria collected and analyzed incentive plan and performance data from 25+ organizations for the 2022 plan year to develop a robust and holistic set of anonymized benchmarks representative of incentive practices across the industry.

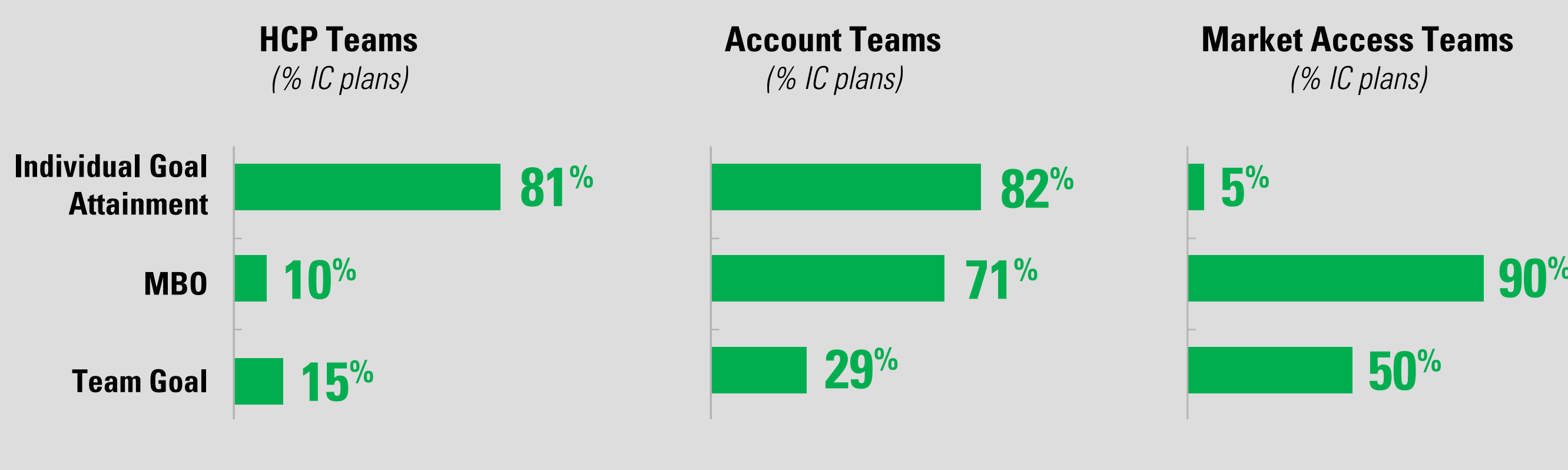
## SAMPLE SIZE



## KEY INSIGHTS

### IC PLAN COMPONENTS

#### Top 3 IC plan components by team type



**Note:**  
 • HCP teams include sales teams primarily detailing HCPs.  
 • Account teams include all account-focused roles such as Key Account Managers, National Account Managers, Strategic Account Managers, etc.  
 • Market Access teams include roles focused on market access, such as Managed Care Teams, Payer Access Teams, etc.

Individual goal attainment is the most common IC plan component for HCP and Account teams. For Market Access teams, management by objectives (MBO) and team goals are the most prevalent IC plan components.



## GOAL SETTING

- Brand sales history, market sales, and equal allocation are the most common goal-setting markers for HCP teams.
- Oncology and Rare Disease team goal models most commonly leverage brand sales history or brand trended sales to set territory-level goals with limited to no use of market data.



#### Top 3 goal-setting markers for HCP teams (% of goal models)

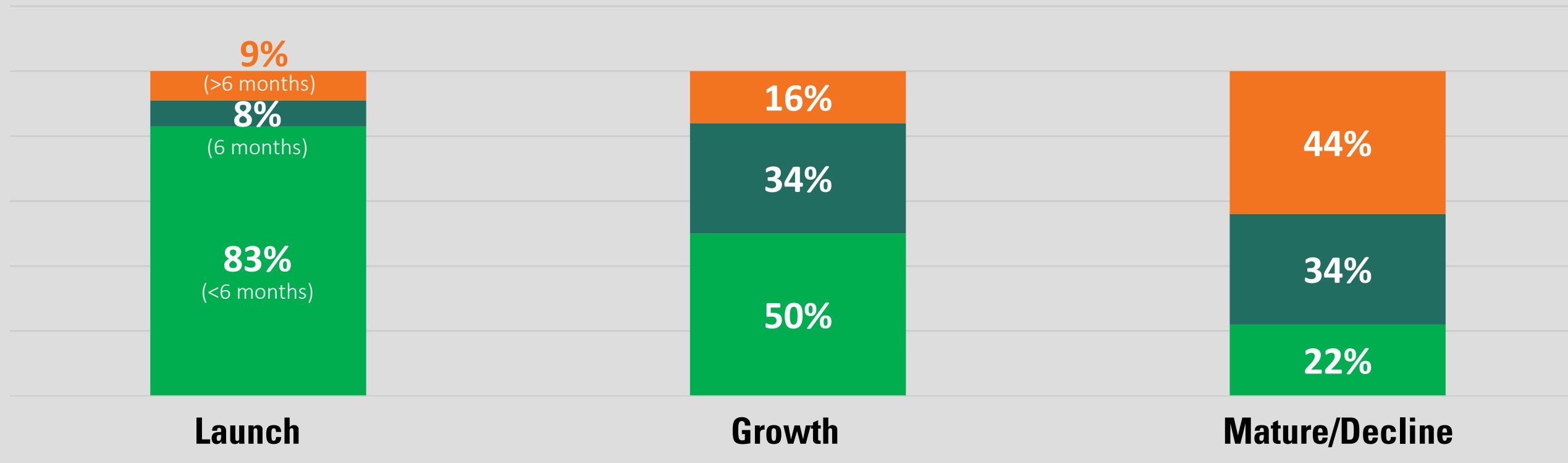


**Note:**  
 • This summary is focused on the top 3 goal-setting markers used in HCP team goal models. Benchmarks on goal models for the Account team are captured in the complete study.

- Goal models for HCP teams typically leverage a historical baseline period of 6 months or less for brands in the launch or growth phase of their lifecycle.
- For mature brands, longer historical baseline periods of more than 6 months are more commonly used to set goals.



#### Goal-setting baseline (% of goal models)

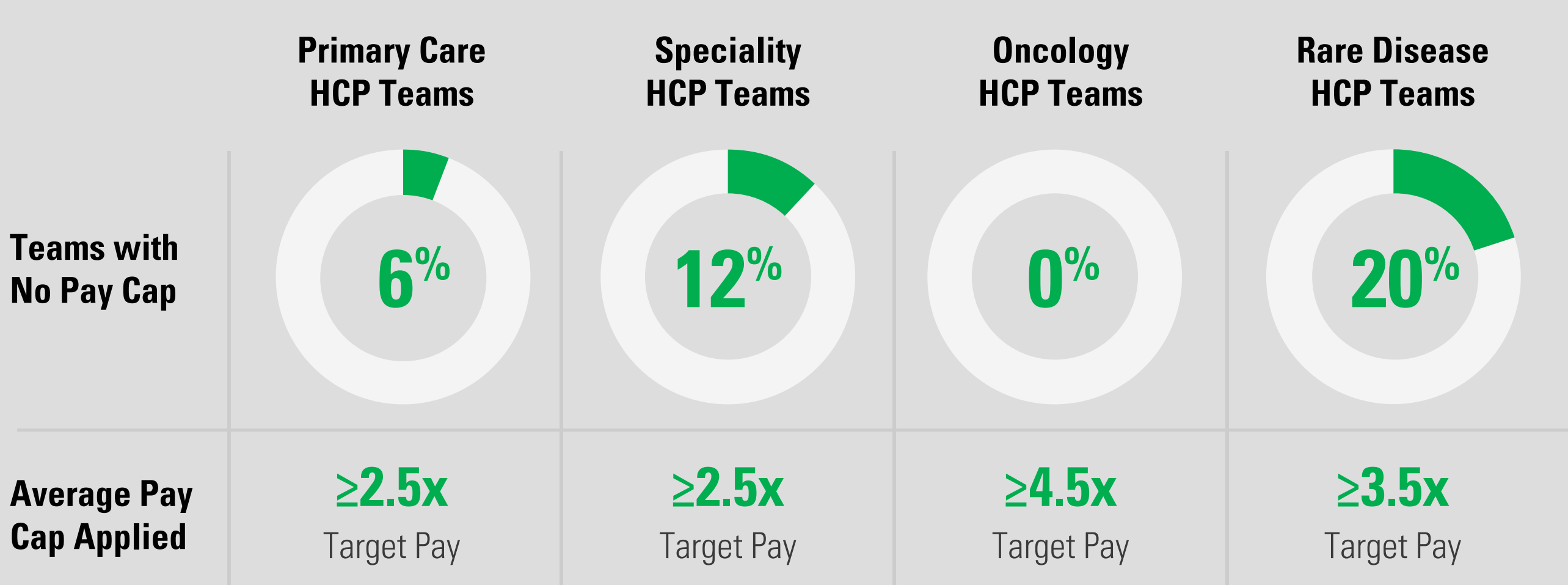


**Note:**  
 • This graph represents the top 3 goal-setting markers for HCP teams. Goal-setting benchmarks for Account teams are included in the complete study.

## OVERALL PAY CAP



- Life sciences organizations have been aggressive in designing IC plans to pay top performers for more complex specialties.
- Oncology and Rare Disease IC plans tend to provide a higher upside earnings potential to top performers, with most teams having an overall pay cap of 3.5x of target pay or higher.



**Note:**  
 • This summary is focused on overall pay cap trends across therapy areas for HCP teams. Benchmarks for Account and Market Access teams are available in the complete study.

## IC EARNINGS

**>95%**



Across all team types, on average, >95% of the IC plan is engaged by the IC plan (receiving non-zero earnings).

**~75%**

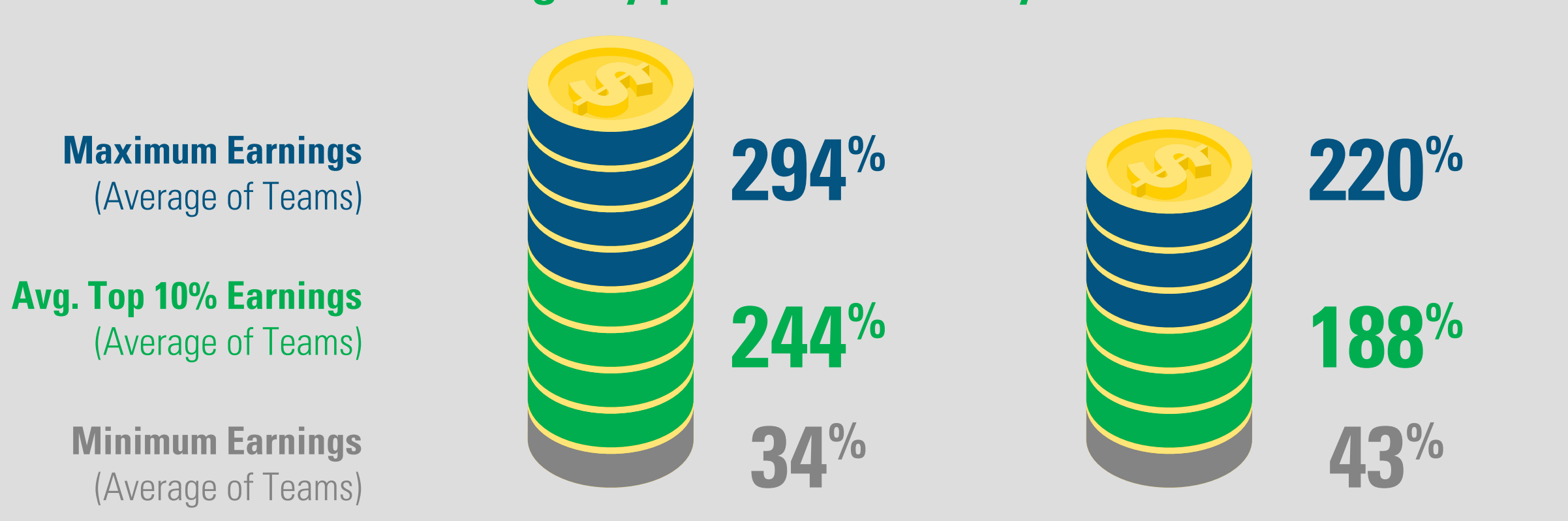


Meaningful engagement for HCP teams is ~75%. Account and Market Access teams have higher meaningful engagement of ~90%.

**Note:** Meaningful engagement is the percentage of representatives earning more than or equal to 75% of their IC target.

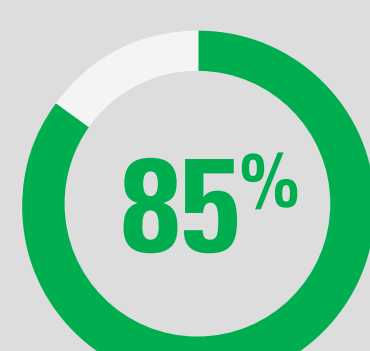
- HCP teams supporting launch brands showed higher differentiation in IC payouts for top and bottom performers than teams supporting more mature brands.

#### IC earnings by portfolio maturity of HCP teams

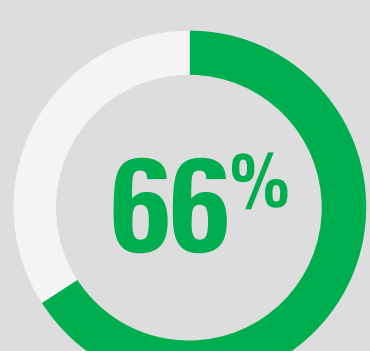


**Note:**  
 • This summary is focused on IC earnings by portfolio maturity of HCP teams. Benchmarks for Account and Market Access teams are available in the complete study.

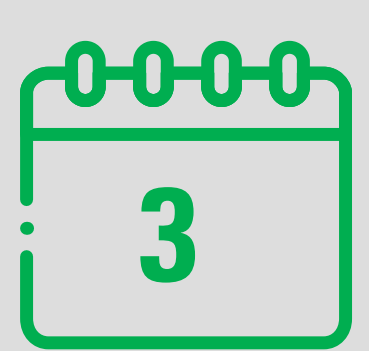
## CONTESTS



of organizations leverage contests to incentivize their field teams.



of the contests are based on ranking.



months is the most common contest duration.



Contests are generally measured on patient starts and total treatments.