

Amplity Managed - Key Account Managers



SITUATION

- ◆ Mid-Sized Leading Dermatology Company.
- ◆ Provide active promotion of a late stage oncology product for cutaneous T cell lymphoma with 18 months of patent life remaining.
- ◆ Product was recently acquired by the client company and they needed a quick way to provide in person support/promotion.
- ◆ With only 18 months of patent life remained at team conception it was critical to rapidly make an impact.



STRATEGY

- ◆ Utilized an embedded team model geographically deployed around the key MSAs and the 50-60 cancer centers/ hospitals across the United States.
- ◆ Deployed 3 Key Account Managers. Seasoned hospital/ institution representatives.
- ◆ The primary targets within the hospitals are dermatologists and medical oncologists.
- ◆ Launched as a yearly renewable contract and remains ongoing for 5 consecutive years.



RESULTS

- ◆ Contract started March 24, 2014 and has been renewed annually. Client indicated they will be renewing in 2020.
- ◆ Expanded from three representatives to four adding a player/coach.
- ◆ Client has added new brands to the Account Manager Team and today the Team is responsible for 4 brands in various stages of lifecycle management.
- ◆ With the addition of generic competition the client has been able to maintain branded market presence and significant recognized revenue.
- ◆ Key Account Managers work in partnership with Client Sales Team supporting launches in Cancer Centers of Excellence (CoE).

