

Contact: Roger Kelleher  
American Management Association  
212.903.7976  
rkelleher@amanet.org

Contact: David Balekdjian  
The Bruckner Group  
781.245.4454, ext. 222  
dbalekdjian@brucknergrou.com

## **New Training Programs Offer Solutions to Major Marketing, Pharmacoeconomic and Sales Challenges Faced by Pharmaceutical and Biotechnology Companies**

*American Management Association and The Bruckner Group to present workshops  
based on these new training solutions at the 2004 Pharmaceutical Marketing  
Congress in Philadelphia*

**NEW YORK, September 28, 2004**—American Management Association (AMA), the world's leading membership-based management education and development organization, and The Bruckner Group, Inc. (BGI), a strategy and research firm for the pharmaceutical and biotechnology industries, are pleased to announce new training programs that address major marketing, pharmacoeconomic and sales challenges currently faced by pharmaceutical and biotechnology manufacturers.

These training programs address current challenges facing manufacturers, including:

- The need to compete on the basis of comparative healthcare and pharmacoeconomic value of therapeutic products.
- The rapidly increasing difficulty of obtaining physician access to deliver product and disease information (physician detailing).
- The need to develop highly accurate, reliable, and cost-effective answers to market-driven questions through productive market research.

The new AMA/Bruckner Group training programs are divided into three broad categories: basic skills training in pharmacoeconomics, market research and analytical techniques; applying fundamentals to the sales, marketing and branding challenges in the pharma industry, including strategic marketing efforts and physician detailing; and overviews of the pharmaceutical industry and drug development process.

"We are very excited to be offering solutions to some of the most critical challenges facing pharmaceutical and biotechnology companies," said Michael J. Russo, Partner at The Bruckner Group. "These programs are both cutting-edge and hands-on, based in practical and proven best practices, not just theory. They deliver the professional development needed for manufacturers to maximize value and profitability in their products and operations."

(more)

The new programs include:

- Training in pharmacoeconomics fundamentals, with different programs for marketing and sales professionals, addressing each of their unique needs.
- A series of programs that increase sales detailing effectiveness by meeting key unmet physician needs. These programs teach sales professionals how to effectively incorporate pharmacoeconomic and comparative healthcare value concepts into physician detailing. This proven approach increases physician access, call duration and improves patient care.
- A series of programs that trains marketing professionals how to incorporate pharmacoeconomic and value-based strategies into their strategic marketing efforts. By competing on the comparative healthcare value of their products, manufacturers can effectively define markets on their terms.
- A series of programs that teach best practices in market research. By utilizing these practices, manufacturers can more efficiently and cost-effectively produce highly precise answers to market questions at the peer-reviewed level of quality.
- A seminar that teaches companies how to build and train a persuasive and highly effective managed care sales team.

“AMA has helped many of the leading pharmaceutical companies improve their staff’s performance and business execution through various training initiatives. These unique programs created with The Bruckner Group are sharply focused to meet the specific educational needs of AMA’s customers in the pharma industry,” said Pat Leonard, AMA’s Executive Vice President, U.S. Management Education. “AMA’s knowledge of management training, combined with The Bruckner Group’s understanding of the pharmaceutical market, is an ideal partnership to help this industry with its business training needs.”

AMA and BGI will showcase some of these new programs in two workshops at the 2004 Pharmaceutical Marketing Congress. The workshops, “Outcomes Research & Pharmacoeconomics for Marketing Professionals,” and “Best Practices in Pharmaceutical Marketing Research Techniques” will be held from 1:15-3:00 p.m. on Tuesday, Sept. 28.

### **About AMA**

American Management Association is the world’s leading membership-based management development organization. Since 1923, it has provided valuable and practical action-oriented learning programs to business professionals at every stage of their careers. More than 500,000 AMA customers and members a year learn new skills and behaviors, gain more confidence, advance their careers, and contribute to the success of their organizations through a wide range of AMA seminars, conferences and executive forums, as well as through AMA books and publications, research, online learning and self-study courses. For more information, visit [www.amanet.org](http://www.amanet.org).

### **About The Bruckner Group**

The Bruckner Group Inc. (BGI) ([www.brucknergroupp.com](http://www.brucknergroupp.com)), located just outside of Boston in Wakefield MA, is a strategy and research firm exclusively serving the pharmaceutical and biotechnology industries. BGI operates at the intersection of clinical medicine and competitive strategy, using highly quantitative and data-intensive approaches to develop brand strategies and perform research and analysis. BGI’s singular goal is to develop solutions that maximize the revenue generation of clients’ therapeutic innovations. BGI is the leading expert in outcomes-based access (OBA). BGI’s OBA practice helps manufacturers maximize product revenues by properly developing, marketing, and building competitive advantage on the basis of the comparative healthcare and pharmacoeconomic value of therapeutics.