



ESSENTIAL DATA

For the C-Suite

As a pharma executive, you understand the importance of data. Having delayed or unreliable data affects all aspects of your business from sales reps to stockholders. You should have this critical information at your fingertips daily. The health of your company depends on it. Why wait for monthly decks when you business changes every single day?

KNOW YOUR *Core Four*

- 1 How are sales trending compared to last month/quarter/year?
- 2 Are you on target with your forecast versus actual?
- 3 What is the the market size and share for all of your products?
- 4 How much revenue do you keep? What does your GTN profile look like?

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The insights we get from the Pharmafusion Platform have had a direct effect on driving scripts, productivity, and revenue growth at our organization. We use their platform at all levels: from the executive level to the sales team. We are very pleased to be working with Pharmafusion, and we consider them to be a trusted partner and an integral extension of our team.
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Mike Leone
COO Resilia Pharmaceuticals