

# BPO FUTURE FORWARD>>

## THE INDUSTRY SERIES



Procurement outsourcing in the pharma industry:  
6 winning strategies

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Pharma companies in the US are venturing into new markets to cut costs and gain efficiencies. In doing so, many companies are embracing the concept of outsourcing parts of their businesses. Here are 6 strategies that can enable industry players to counter the challenges of shrinking markets and help them cope better with price pressures.

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1

### OUTSOURCE NON-CORE BUSINESS AREAS



Explore the possibility of BPO partners managing new business areas, such as high-throughput screening, animal toxicology testing, and corporate procurement operations to save cost and time

2

### OPTIMIZE DRUG DEVELOPMENT



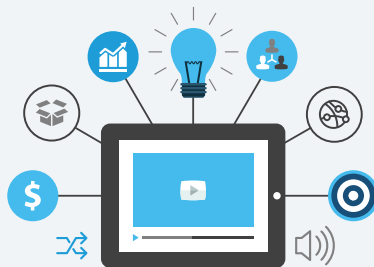
Outsource manufacturing and product licensing models to innovate for new markets and help in cost and time reduction

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3

### ADOPT NEWMARKETING STRATEGIES



Impact a wider audience with partners who can help leverage social media, non-traditional brand building, and multi-channel distribution

4

### INTENSIFY OPERATIONS IN EMERGING MARKETS



Grow effectively in markets like China, APAC and South America by utilizing the presence of regional partners with in-depth, country-specific knowledge

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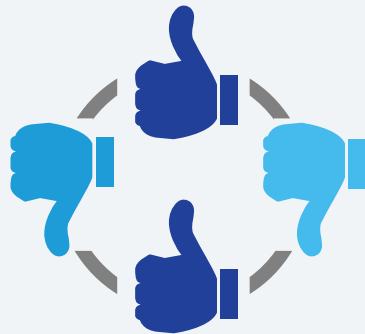


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5

### MAKE THE RIGHT DECISIONS, FASTER



Leverage partner expertise in data mining and core analytics without needing to invest in staff and infrastructure

6

### INITIATE BETTER BUSINESS INTEGRATION WORLDWIDE



Create new global initiatives to optimize resources, data and processes provided by partners

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