



# REVENUE MANAGEMENT IN LIFE SCIENCES

## Integrate and Manage the Revenue Life Cycle

With increasing consolidation, globalization, and regulation in the life sciences industry, managed care organizations have an even greater need to successfully align business strategies, processes, and systems across the enterprise to remain competitive. Investing in a revenue management solution that allows for integration of customer, contract, product, marketing, financial, reporting, and analytical systems enables organizations to effectively:

- Implement pricing strategies
- Enforce deal analysis discipline
- Track and align discounts with product sales
- Manage “best price” and other government required terms
- Manage contract sales opportunities and channel relationships
- Execute timely, error-free trade incentive payments

As a result, organizations reduce regulatory compliance risk, improve customer satisfaction, and reduce sales and operations costs to save millions annually.

## Paragon Maximizes Your Revenue Management Investment

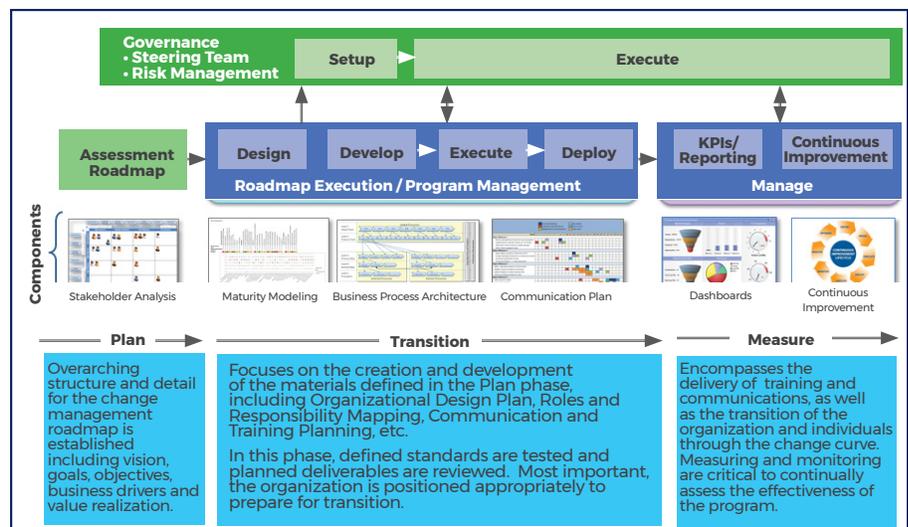
While the first step to achieving effective revenue management is implementing the appropriate solution, significant cultural shifts are required to encourage stakeholders to embrace the implementation so the organization can truly benefit from the new solution environment. Paragon helps organizations reap the ROI of their revenue management investment by providing Change Management best practices in:

- **Organizational Design** - to provide a future state design plan that aligns your business to managed care and revenue management functions.
- **Communications** - to ensure high adoption of the new operating environment via effective communications and engagement programs.
- **Training** - to up-skill and cross-skill workforce to new role requirements across end-to-end business processes and system functions.

By applying our proven Change Management expertise, we enable enterprises to achieve successful realization of their revenue management implementation objectives.

## Paragon’s Change Management Methodology

Paragon’s Change Management Methodology is a formal process that enables organizations to identify the transformation needed to achieve business goals, prepare and train the workforce for coming changes, and manage complex organizational transitions to the desired end-state.





## Organizational Design for Effective Revenue Management

Implementation of a revenue management system will often necessitate changes to the organizational structure. Paragon assesses the impact of the new system on the current structure and delivers: an Organizational Design Plan for the design of the future state; new job descriptions and/or roles and responsibilities based on changes to the structure and business processes; and other related materials that provide support for the future state organization.

## Analytics Analysis and Definition

Revenue management capabilities focus on formulating the price, product, customer, and contracting strategies needed to maximize margins within the revenue management system. Paragon delivers analytics leadership to assist clients in mining and analyzing data from all systems related to the contract / revenue management process, including analytics analysis and definition against organizational KPIs such as process performance, throughput and compliance, and strategic contract KPIs, including contract performance, market share, profit and revenue targets, and contract segmentation.

## Revenue Management in the Cloud

Paragon can help the organization transition to revenue management in the cloud implementation through strong Project Management, Data Migration, Process Mapping, Business Transformation, and Change Management activities.

## Case Study: Managed Care Change Management

**Business Challenge:** A global pharmaceutical company was in the process of undertaking a transformational three-year program to replace and improve its managed care contracting business processes and systems, along with improving analytical capabilities. Without the implementation of the new program, the client would be challenged to support managed care contracting strategies and commitments, as well as long-term financial objectives. The implementation was also required for integration and to sustain compliance. The need for a Change Management plan was identified to ensure a successful implementation of this large scale program.

**Paragon Approach:** Paragon was engaged to provide advisory consulting expertise to implement a Change Management program that would support the following areas: Business Readiness, Organizational Readiness, Communications, and Training Planning and Execution.

**Client Success:** Paragon's skilled Change Management team partnered with the client to establish Business Readiness, Organizational Readiness, Communications, Training, and Execution plans designed to support each of the three unique phases of the program implementation. Paragon's methodology helped the client firmly establish this critical segment of the program and move forward on a path designed to ensure program success.

## About Paragon Solutions

Paragon is a consulting firm that helps health and life sciences companies become high-performing, compliant, and digitally connected. Paragon powers business transformation and delivers better business outcomes by providing valuable consulting services as a trusted partner to our clients. We do this by building long-term client relationships based on our domain expertise, creative ideas, pragmatic consulting services, and quality delivery of solutions.

For more information, visit us online at [www.consultparagon.com](http://www.consultparagon.com), or call 1.800.462.5582.

## Paragon Client Roster

Our client roster includes life science industry leaders such as:

- AbbVie
- AstraZeneca
- Bausch & Lomb
- Bayer
- Bristol-Myers Squibb
- Celgene
- CSL Behring
- Daiichi-Sankyo
- GSK
- Lilly
- MedImmune
- Merck
- Novo Nordisk
- Otsuka
- Roche
- Shire
- Chiltern
- inVentiv Health
- Worldwide Clinical Trials
- Regeneron