

Life Sciences Pros: What's Your Pricing Management Maturity Level?

Is the Way Your Company Measures & Monitors Pricing Adding Up?
Where is your organization today?

In our experience at
Vistex, it takes about

4 years for Life Science companies
to achieve price management maturity

Basic Pricing Management

STAGE 1



Ad hoc reviews
and approvals

Contracts and analysis
managed in Excel

Limited customer
classification
management

No global strategy

Pricing strategy is
based mostly on
history

Product market
factors rarely
considered

Impact analysis
occurs after the fact

Pricing strategies are
limited to pricing floors,
margins and targets

Analytics are solely based
on historical view

Management has no visibility,
nor ability to support local needs

Price Management

Deployed revenue
management tool is
mainly execution



Strategy Management

Are you measuring program
effectiveness and providing
insights to your team?



Discerning the impact
that rebate programs have
(in gross-to-net scenarios)
on the strategy, bottom and
top line and margin

Monitoring how much was paid
out in rebates, and determining
if net margins were lowered

Optimizing revenue
(program, pricing margin)

Committing companywide
to pricing excellence

Using revenue management and
Contract Lifecycle Management
(CLM) tools

Real-time models use multi-dimensional
data, such as: market data, product life
cycle, customer segmentation

Model-Driven Management

Assessing effectiveness
of pricing via real-time
feedback loops



To see where your business is in these price maturity stages, and how you can
gain accurate insights to make informed business decisions, download our eBook:

4 Steps in the Life Sciences Price Management Maturity Model: Where Are You?

Today's Life Sciences market is impacted by scrutiny over rising costs, tighter innovation funding, proving therapy and product value, and complying with shifting regulatory mandates. Vistex helps Life Sciences companies manage the complexities of pricing, commissions, chargebacks, rebates, royalties, contract authoring, loyalty programs, and regulatory compliance. Vistex provides value to Life Sciences through revenue management, utilizing real-world evidence and outcomes by dismantling silos, validating and exploiting data, and identifying the most profitable plans for satisfying stakeholders.

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.