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NEWS RELEASE

“A Collection of Articles on Achieving High Performance In Teams within Pharma and Healthcare”

Apodi today releases the above book aimed at providing Managers with the tools needed to improve the performance of teams. Written by Apodi’s Managing Director Tony Swift, the articles focus on many of the major challenges faced currently within the sector and include:

- A comprehensive discussion of the value of Key Account Management Teams, why many are still failing to deliver real value to Pharma Companies and their customers and some key recommendations for improvement.
- The need to simplify sales and promotional structures where possible despite the temptation to do otherwise in the face of ever increasing complexity.
- The need to build better recruitment processes to find the best people and ultimately differentiate the company from competitors etc.

“A Collection of Articles on Achieving High Performance In Teams within Pharma and Healthcare” provides thought provoking challenge, innovative solutions and a focus on the fundamentals which when executed by talented Management Teams’ will result in game changing actions.

Tony says “Most of the challenges faced by management in the Pharmaceutical Industry when deploying teams are common amongst many companies within the sector and beyond. I hope the book goes some way to reassuring management that they are not alone and also gives them the confidence that the best way forward is to get back to basics and implement fundamental basic business disciplines brilliantly.”

About Apodi:

Apodi works in partnership with pharmaceutical and healthcare companies to deliver innovative, commercial, value added outsourcing solutions which:

- Improve patient outcomes and experiences
- Advance relationships with the NHS
- Drive the commercial return of products

If you would like to receive a free copy of the book, or require further information about Apodi, please email: info@apodi.co.uk or visit www.apodi.co.uk