

CIM Pharma



Guido Barbaro-Forleo,
Director,
CIM Pharma

CIM Pharma's focus is pharmaceutical sales and support. "CIM, the fastest-growing and one of the largest sales & marketing solutions companies in North America, created this specialized division in 2007 so pharmaceutical organizations could focus on their core competencies—product research and development. "Our contract sales force is a results-driven team that partners with the industry to create and execute targeted positioning and sales strategies that achieve market penetration, customer acquisition and increased sales. Pharmaceutical companies are not only rethinking their business model but also which channels need to be reached. Although GPs and specialists remain central, it seems clearer that, whatever therapeutic area you may be in, you can no longer ignore other agents, such as pharmacists, for example," says Guido Barbaro-Forleo, Director.

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The flexible, measurable and fully-integrated solutions offered by CIM Pharma inject new energy into the business. Sales teams are led by experienced professionals and are founded on accountability. "We do what we say we will do. Programs are evaluated and results clearly communicated so we can ensure goals are met. This is supported by CIM's nationwide infrastructure and more than 15 years experience in serving clients in various industries," adds Laurent Thill,



CIM Pharma team is (left to right): Annie Jenkins (Operations Coordinator), Céline Chabée (Client Manager), Guido Barbaro-Forleo (Director, CIM Pharma), Karine Bilodeau (Manager, HR), Laurent Thill (Strategic & Business Development Manager).

Strategic & Business Development Manager.

Services include:

- Contract sales forces
- Consulting and tactical training
- Patient and healthcare professionals education programs
- Sample and education materials distribution
- Pharmacy merchandising
- Field force automation
- Website creation and management

CPM

CIM Pharma is headquartered in Montreal, with offices in Toronto.

*For more information about CIM Pharma, please visit:
www.cimpharma.com*