

# Interpace Diagnostics Group, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Interpace Diagnostics Group, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Interpace Diagnostics Group, Inc. and its competitors. This provides our Clients with a clear understanding of Interpace Diagnostics Group, Inc. position in the [Healthcare Industry](#).

The report contains detailed information about Interpace Diagnostics Group, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Interpace Diagnostics Group, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Interpace Diagnostics Group, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios

pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Interpace Diagnostics Group, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Interpace Diagnostics Group, Inc. business.

### **About Interpace Diagnostics Group, Inc.**

PDI, Inc. provides promotional services to established and emerging companies in the pharmaceutical, biotechnology, and healthcare industries.

The company provides outsourced pharmaceutical sales teams that target healthcare providers, offering a range of complementary sales support services designed to achieve its customers' strategic and financial product objectives. In addition to outsourced sales teams, the company also provides other promotional services, including interaction program services, call centers, and marketing research.

The company's services offer customers a range of promotional options for the commercialization of their products throughout their lifecycles, from development through maturity. Its services provide a link between its customers and the medical community through the communication of product information to physicians and other healthcare professionals for use in the care of their patients.

### **Segments**

The company operates in three segments: Sales Services; Marketing Services; and

## Product Commercialization Services (PC Services).

### Sales Services

The Sales Services segment, which focuses primarily on product detailing, includes its outsourced sales teams. Product detailing involves a sales representative meeting face-to-face with targeted physicians and other healthcare decision makers to provide a technical review of the product being promoted. Outsourced sales teams can be deployed on either a customer dedicated or shared basis, and may use either full-time or flex-time sales representatives. This segment also includes a portfolio of expanded sales services which includes talent acquisition services, short-term teams, and vacancy coverage services. The company's talent acquisition platform provides pharmaceutical customers with an outsourced sales force recruiting and on-boarding service. Short-term programs provide temporary full or flex-time sales teams. The company's vacancy coverage service provides customers with outsourced full or flex-time sales representatives to fill temporary territory vacancies created by leaves of absence within its customers' internal sales forces, thereby allowing its customers to maintain continuity of services.

**Dedicated Sales Teams:** A dedicated sales team works on behalf of one customer. The sales team is customized to meet the customer's specifications with respect to sales representative profile, physician targeting, product training, incentive compensation plans, integration with the customer's in-house sales forces, call reporting platform, and data integration.

**Shared Sales Teams:** The company's shared sales teams business model centers around an existing PDI-managed team where multiple non-competing brands are promoted for different pharmaceutical companies. Using these teams, the company makes a face-to-face selling resource available to those customers who want an alternative to a dedicated sales team. The company provides this type of detailing program in the United States. With a shared sales team, its customers receive targeted coverage of their physician audience.

### Marketing Services

The Marketing Services segment includes two business units: Pharmakon and TVG Marketing Research & Consulting (TVG).

**Pharmakon:** Pharmakon's business is focused on the creation, design, and

implementation of promotional peer interactive programming targeted to healthcare professionals. Each marketing program can be delivered through a number of different venues, including teleconferences; dinner meetings; webcasts; satellite; and other alternative media. Within each of its programs, the company offers various services, including strategic design, tactical execution, technology support, audience generation, moderator services, and thought leader management. In addition to its peer interactive programs, Pharmakon also provides promotional communications activities, thought leader training and content development.

**TVG Marketing Research & Consulting:** TVG provides qualitative and quantitative marketing research to pharmaceutical companies with respect to healthcare providers, patients and managed care customers worldwide. The company offers a range of proprietary, pharmaceutical marketing research services, including studies designed to identify the highest impact business strategy, profile, positioning, message, execution, implementation, and post implementation for a product.

### Product Commercialization Services

The Product Commercialization Services segment focuses on providing sales and marketing support services and potentially limited capital in connection with the promotion of pharmaceutical products.

### Customers

The company's major customers are Pfizer Inc. and Roche Laboratories Inc.

### Competition

The company's competitors include inVentiv Health Inc., Innovex Inc., and Publicis Groupe SA.

### History

PDI, Inc. was founded in 1988.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to

the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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