

SCIP10 Agenda and Brochure



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Thursday March 11, 2010, 4:00 to 4:45 pm

Case History

MARKET INTELLIGENCE CASE HISTORY: NEW COMPETITOR SETS, NEW MARKET ENTRANTS

Susan Lang
Senior Vice President & Chief Supply Chain Officer
Express Scripts

Tom Luft
Vice President, Provider Strategy & Contracting
Express Scripts

Introduced by:
Joanne Thomson
Vice President, Client Development
ShiftCentral Inc.

Industries are in transition, looking for new and innovative ways to become more efficient, launch new technologies, leverage new opportunities for growth, etc. Healthcare is a prime example of an industry confronting these challenges head on. Many companies are facing an industry in uncertainty, with prospect of major change and upheaval. These companies must be poised for major growth and transformation, and to do so will be reliant on the kind of marketing intelligence that can drive strategy.

Key Take-Aways:

- Case history of how one company leveraged market intelligence and strategic planning to drive growth
- Specific details of its use to forecast, brief board membership, spot acquisition opportunities, track competitor activity and to develop overall sound market approaches
- Real world outcomes and lessons learned