

Leading Biotherapy Company Defies Competitive Pressure, Nearly Triples Growth Rate



WHAT WE DID

Inside Sales

Targeted Dormant Account
Engagement Development

Dedicated Account Support



INDUSTRY

Healthcare



RESULTS

Doubled Market Share in 5 Years

~3X YOY Growth Rate

Fastest-Growing Intravenous Immunoglobulin
(IVIG) Therapy in the Market



Competitive Pressures Threaten Treatment Distribution

[SITUATION]

A global biotherapeutics leader faced mounting competitive pressure in the IVIG market as lower-priced alternatives started to gain traction. While their therapy had strong clinical efficacy and an established hospital presence, adoption by independent infusion centers—which represented significant treatment access and growth opportunities—lagged.

Our client's previous engagement models focused primarily on hospitals, leaving these tail account infusion centers (many of which had existing group purchasing organization [GPO] contracts with established price discounts) largely untapped. In a crowded marketplace where awareness of pricing directly influenced purchasing behavior, our client needed a scalable way to attract new or re-engage contracted infusion centers, improve visibility into discounted pricing, and defend its market share.

A previous MarketSource partner, the client came to us to design a targeted go-to-market strategy for re-engaging this critical channel.

CHALLENGES

Intensifying competition

Untapped GPO contract discounts

Limited access to decision-makers



Infusion Center Engagement Boosts IVIG Therapy Access

[SOLUTION]

MarketSource launched an inside sales program designed to complement the client's internal field team's efforts, while expanding its reach into independent infusion centers.

Targeting those infusion centers with existing GPO contracts, our team engaged key influencers in the buying group to create awareness of the discounts available to them through their current contracts.

These education-oriented conversations prompted the infusion centers to increase usage of our client's therapy, triggering an increase in prescriptions.

Beyond buyers, our team also engaged key influencers in therapy administration, such as patient coordinators and nursing staff, to reinforce product education, emphasize continuity of care, and foster confidence in the client's therapy.

MarketSource's specialized healthcare sales teams applied their deep industry knowledge to position our client as both a clinically trusted and economically sound choice, translating relationships into real-world purchasing power.

KEYS TO SUCCESS

Targeted customer engagement

Secured buying group consensus

Deep healthcare industry expertise

Doubled

market share
in less than 5
years.

Real-World Results



Doubled Market
Share in 5 Years



~3X YOY
Growth Rate



Fastest-Growing IVIG
Therapy in the Market

Our targeted outreach delivered meaningful gains in infusion center access to our client's therapy, tail account revenue expansion, and market share. Within the first 6 months of the program, engaged accounts grew at nearly 3 times the rate of non-engaged accounts year-over-year.

Most notably, the client's market share more than doubled in less than five years, growing treatment demand from 13% to 27%, establishing it as the fastest-growing IVIG therapy in the market.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.