

Generating Incremental Revenue Through Cross-Divisional Collaboration

The leadership team of a multinational healthcare company was dissatisfied with the organization's ability to realize true value from its large scale. As a result, they decided that all divisions must deliver top line incremental growth by partnering with disparate business units. Clarkston Consulting was engaged to identify innovative approaches for generating incremental revenue through cross-divisional collaboration.



PROJECT OVERVIEW

COMPANY

Multinational
Healthcare Company

INDUSTRY

Pharmaceuticals

PRODUCTS & SERVICES

Operates multiple
business units in all
segments of healthcare

EMPLOYEES

Approximately 100,000

SALES

Approximately \$50 billion

PRIMARY OBJECTIVES

- To create incremental top line revenue through partnerships with disparate business departments

RESOLUTION

- Identified innovative ideas for collaboration across multiple divisions
- Established a holistic view of the consumer
- Developed plans for partnering with providers and payers while increasing manufacturing revenue
- Established an action-oriented implementation plan

KEY BENEFITS

- Stimulated collaboration across divisions
- Improved relationships with the company's largest customers
- Tailored offerings to consumer preferences
- Increased customer loyalty

TOP BENEFITS ACHIEVED

- Achieved **3%** higher contracted price versus non-targeted price
- Accomplished average sales that were **4%** above the pre-existing forecast
- Generated greater than **\$1 billion** in incremental top line sales over 4 years