

SUN OPHTHALMICS: RE-ENERGIZING THE MARKET

A passion for delivering on eye care professionals' needs.

Sun Ophthalmics has burst into the ophthalmic pharmaceuticals arena with the energy and enthusiasm of a company with a focus. Its mission is to launch innovative ophthalmic products that integrate seamlessly into the professional's office. To achieve this, Sun Ophthalmics is building its reputation on strong R&D support and a philosophy of customer-centric service delivery.

SUPPORTED BY STRONG R&D

Sun Ophthalmics' parent company, Sun Pharma (Mumbai, India), has a global presence in 150 countries, a \$35 billion market cap, and a strong foundation of research and innovation. Sun Pharma, and its partners employ approximately 2,000 PhDs to conduct research and development, and has brought more than 2,000 products to market within the healthcare field during the past 30 years. Thus, Sun Ophthalmics, the US eyecare division, has the agility and enthusiasm of a startup, with the support of a world-class pharmaceutical powerhouse.

CONCIERGE CUSTOMER CARE

Sun Ophthalmics is building a "concierge level" of customer care by teaching its sales representatives to be hyperfocused on eye care professionals. "We intend to invest significantly in our reps' training," said Jason Menzo, Vice President of Sales & Marketing, Ophthalmic Business. This training will include a mandatory number of hours each year observing surgery and shadowing eye care professionals in clinic. Furthermore, Sun Ophthalmics' reps will receive training on billing, and reimbursement so they can understand the needs of administrators, and thereby create value-added services for their clients. Moreover, its reps will have fewer targeted doctors in their "call on audience" than the industry standard, so that they can give each one more time and attention and learn about each clinic's operations intimately.



JASON MENZO

Mr. Menzo believes that thoroughly preparing and educating its reps is the key to differentiating Sun Ophthalmics in the current marketplace. "Within the ophthalmic marketplace today," he explains, "I see that reps have lost some passion and enthusiasm about catering to their customers." He wants to foster loyalty and motivation within the Sun Ophthalmics sales force that will translate to strong relationships with provider-clients. "I want it to be obvious to our customers that Sun Ophthalmics hires ethical, passionate, energetic people who love what they do and the company they work for, because it cares about them and invests in their training."

Mr. Menzo believes that his team's passion for addressing customers' needs is what sets Sun Ophthalmics apart from its competitors. "The partnership between eye care professionals and industry has become more distant in recent years. That is where we see an opportunity to re-energize the space. Our goal is to be seen as the preferred partner by the Ophthalmologists, and Optometrists we serve."

PIPELINE

Sun Ophthalmics plans to launch two novel products in 2016, an ocular drop for managing glaucoma, and one for preventing inflammation after cataract surgery. Both represent improvements over currently available molecules.

The glaucoma product is called Xelpros (latanoprost BAK-free eye drops), which is a unique, preservative-free formulation of latanoprost in a multi-dose bottle. The second product is BromSite (0.075% bromfenac), which features the DuraSite delivery system.

SUN OPHTHALMICS' FORWARD VISION

Mr. Menzo's focus for Sun Ophthalmics in 2016 is to build a national footprint of sales reps. He has assigned key positions within its sales and marketing force in order to have a powerful network in place for the anticipated product launches later this year. With this goal framing its efforts, 2016 promises to be a busy and exciting year for the company. ●