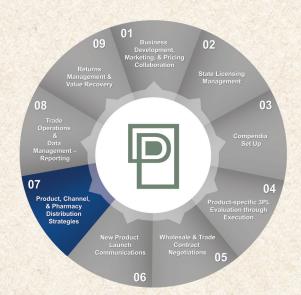
CASE STUDY

Pharma GUIDES

COMPANY: Branded Pharmaceutical Company

SPECIALTY SERVED: Multi-specialty

APPROXIMATE ANNUAL REVENUE: ???



Issue PRESENTED: Established branded pharmaceutical firm sought to expand manufacturing and distribution into the Authorized Generic (AG) space. Organization had little to no experience within the generic area.

PHARMAGUIDES ACTION: PharmaGuides constructed and implemented a complete generics expansion plan for the organization that included:

- Product launch construction and management
- Channel strategies and set up
- Distribution strategies
- Compendia set up
- Formulary set up and placement
- Contract negotiation and execution
- AG strategiesAG exit strategy

Results: Organization successfully entered the AG channel and built a \$250 million product pipeline into the wholesale/chain pharmacy contract formularies. Assisted in the exit strategy of the the firms AG division to a larger generic company.

Your Health Sciences Commercialization Advocates Planning • Implementation • Negotiation Generic • Branded • Specialty Pharma



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