

**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.

**PHARMA GUIDES 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 strategies AG 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**