

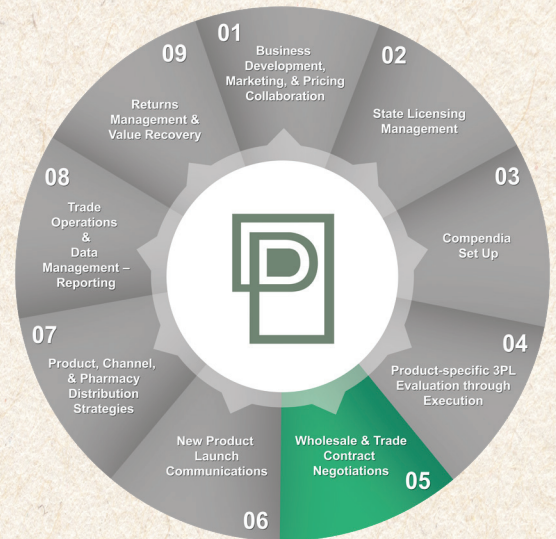
Pharma GUIDES

CASE STUDY

COMPANY: Branded Pharmaceutical Company

SPECIALTY SERVED: Ophthalmology

APPROXIMATE ANNUAL REVENUE: \$500 million



ISSUE PRESENTED: As a recent entrant in the ophthalmic space, the organization did not have the depth of experience in channel negotiations to fully understand the terms of the deal that was signed. As a result, this firm launched their product with unfavorable channel fees when compared to industry standards. Profitability was suffering as a result.

PHARMA GUIDES ACTION: PharmaGuides provided a mentoring and coaching program to provide the fledgling company with the core competencies in this area to understand the terms presented and negotiate fees and other items on their own. Utilizing this general coaching, the organization pursued its own strategy of renegotiation.

RESULTS: Utilizing their coaching, the company returned to the negotiating table and successfully gained new found annual savings of \$7 million.

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

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