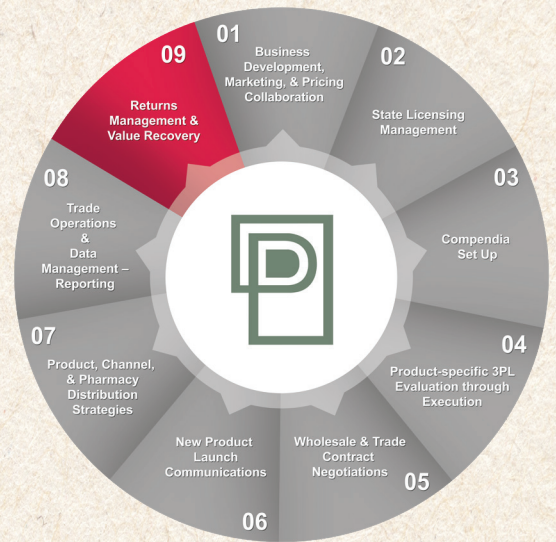


COMPANY: Branded Pharmaceutical Company

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 returns program agreed upon. In essence, the company was leaking returns by channel. A substantial loss of EBITDA was a significant problem.

PHARMAGUIDES ACTION: PharmaGuides provided a mentoring and coaching program to provide the fledgling company with a complete understanding of best practices in negotiating returns issues. The firm was able analyze its return practices and contracts against industry standards.

RESULTS: The firm renegotiated returns terms following their own benchmark analysis. They were able to claw back nearly \$1.0 million in return fees. When applied directly to the company's bottom line, profitability was significantly raised.

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