



CASE STUDY

COMPANY: Branded Pharmaceutical Company

SPECIALTY SERVED: Dermatology



APPROXIMATE ANNUAL REVENUE: Initially \$10 million - growth to \$50 million

ISSUE PRESENTED: Pharmaceutical firm sought to acquire a dermatology pharmaceutical company in 2017. Acquiring company is new to dermatology and lacks the business development expertise in this area to negotiate an equitable deal.

PHARMAGUIDES ACTION: PharmaGuides employed its business development expertise to guide the company to a successful acquisition and transition.

RESULTS: Acquisition was successfully and profitably closed and transitioned. PharmaGuides retained to assist in the launch of the re-branded acquired products. PharmaGuides implemented plans and guided a smooth transition that avoided disruption of the acquired company's products.

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