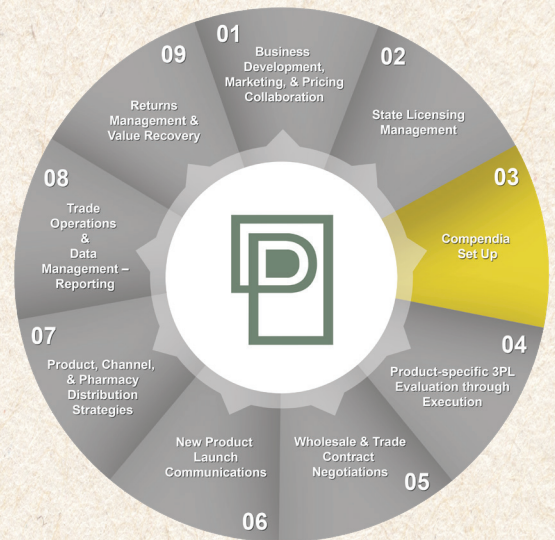


COMPANY: Branded Pharmaceutical Company

SPECIALTY SERVED: Dermatology



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

ISSUE PRESENTED: Pharmaceutical firm acquired a dermatology pharmaceutical company in 2017 with PharmaGuides assistance. Acquiring company is new to dermatology and requires assistance with a proper Compendia listing and NDC filing to avoid an interruption in business.

PHARMA GUIDES ACTION: PharmaGuides developed, coordinated, and implemented a Compendia strategy to assist the company's efforts. Planning included complete management of the channel change:

- Drafting and processing proper labeling of each product
- Created Compendia transition plan to seamlessly move from previous NDC products to the newly NDC without backorders, or loss of revenue

RESULTS: Compendia strategy was successfully implemented. The complete listing, including the NDC, was properly classified and uploaded into the system. The channel accepted the changes and was filled with new product as old product was sold out, preventing a severe disruption in business.

Your Health Sciences Commercialization Advocates

Planning • Implementation • Negotiation

Generic • Branded • Specialty Pharma



www.Pharma-Guides.com

Tom McCauley: tmccauley@pharma-guides.com

Mark Meier: mjmeier@pharma-guides.com • Robert Sabers: rsabers@pharma-guides.com