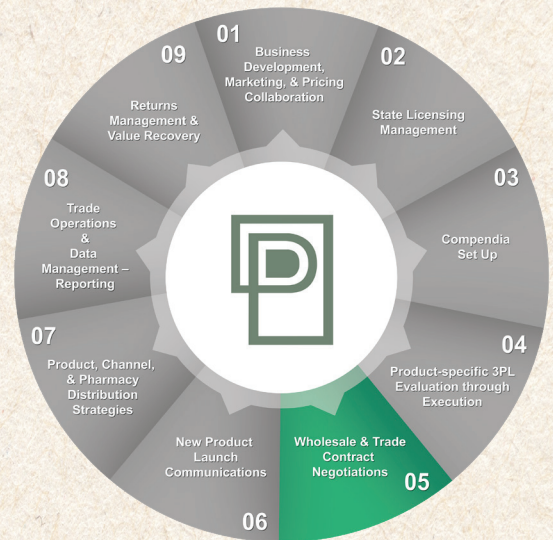




## CASE STUDY

**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 lacks the business development expertise in this area to negotiate an equitable and profitable program to get the re-branded products efficiently stocked.

**PHARMAGUIDES ACTION:** Working with the new company, PharmaGuides developed and implemented a plan to negotiate for the purchase and stocking of the newly re-branded product. This included negotiating all channel contracts, state licensing assistance, national product stocking into proper outlets, and full trade operations and trade management control.

**RESULTS:** PharmaGuides success in this area is marked by two key points:

- The company has grown five-fold under PharmaGuides tutelage
- PharmaGuides remains a vital partner to the firm to this day

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Tom McCauley: [tmccauley@pharma-guides.com](mailto:tmccauley@pharma-guides.com)

Mark Meier: [mjmeier@pharma-guides.com](mailto:mjmeier@pharma-guides.com) • Robert Sabers: [rsabers@pharma-guides.com](mailto:rsabers@pharma-guides.com)