

USA SALES, VOLUME AND PRICING WITH COST PER PATIENT ANALYSIS

The Dynamics Behind RX Sales in the #1 Market

Expert insights and analysis included within EvaluatePharma®





There is a problem in the pharmaceutical industry today...

- It is essential that companies have a clear picture of their markets and their competitors when it comes to price.
- However, the complex market structure makes it difficult to understand the actual prices paid by patients and how much of the product they get at that price.
- Insight as to what makes up product sales is essential in order to:
 - Position product value and justify price to internal decision-makers, investors, Payers / CMS / HTAs to maximize uptake
 - Make informed decisions on price setting or changes of product prices based on the competition and value proved via clinical trials, outcomes, etc.
 - Identify opportunities for growth via licensing, new formulations / packaging, launch in other markets by analyzing USA pricing in the full commercial context

Key Challenges

- Not able to get a clear picture of what makes up USA sales
- Great deal of time spent collating data from multiple sources
- More time spent on data collection than applying the knowledge to business performance
- Not able to get actual retail prices nor the level of granularity needed to understand patient volume
- Complex to calculate annual cost per patient
- Not able to get transparency on discounts off of list prices

The ideal solution to this problem is...

One source for USA product sales, volume and pricing including: retail price, number of patients treated, annual cost and volume per patient and discounts so you can quickly and confidently analyze the USA health care market.

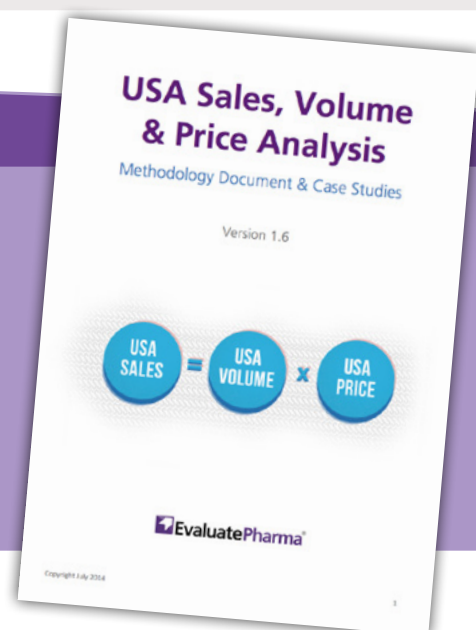
Schedule a demo today!

Key Features

- **Single, Trusted Source for USA Sales, Volume, Pricing Intelligence**
- **Comprehensive USA drug pricing for medical products sold in the USA** including primary care, injectable biotechnology products and vaccines
 - Sources: Retail Rx unit / pack prices (Medicaid), J-Code, NADAC, Federal Contract Prices all integrated together
- **Cost per patient for Top 200 USA drugs and Top 20 Orphan Drugs**
 - Complex Cost Per Patient Measure Calculated For You
 - Complex Volume Per Patient Measure Calculated For You
- **Off-invoice discounts insight (Payer / Wholesale rebates)**
- **Complete commercial context through EvaluatePharma content integration**
- **Insights from EP Vantage editorial team**

Subscribers

EvaluatePharma subscribers will have access to a comprehensive 75+ page methodology document that outlines in detail data sources, analytical methods and calculations as well as case studies.



Contact us today for more info
and to schedule a demo

www.evaluategroup.com

Established in 1996, Evaluate Ltd is the leader in high quality life science sector analysis. Evaluate's team of expert analysts transform life science information into insights so companies can perform well. EvaluatePharma delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance. EvaluateMedTech sets a new standard in commercial analysis and consensus forecasts of the global medical device and diagnostic industry. EvaluateClinical Trials delivers unique clinical trial intelligence expertly curated to efficiently analyse the global clinical trial landscape. An award winning editorial team, EP Vantage, provides daily commentary and analysis with fresh perspectives and insight into current and future industry trends. The Evaluate services enable the life science community to make sound business decisions about value and opportunity.



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