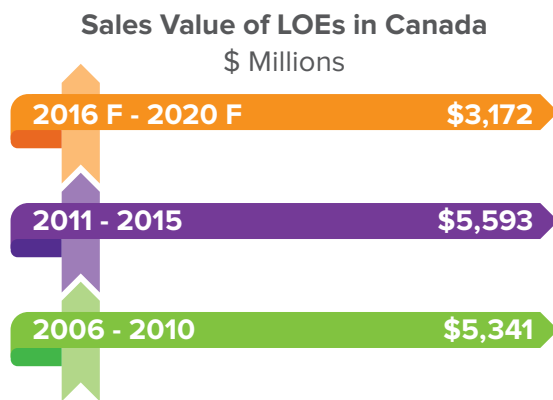


Considerations for Late Stage and LOE Stage Products

For brand teams seeking to maximize business performance and product potential

Important portfolio questions need to be addressed pre and post loss of exclusivity (LOE)

- What decisions do I need to make as my brand approaches LOE?
- Can I forecast the likely impact on revenue and volume?
- When will generic players respond?
- How can I maximize the value of our brands in a generics environment?
- What business model do we need to adopt to enable me to successfully compete?
- Are there other options available to me?



Source: QuintilesIMS, *PharmaFocus 2020 Update*, August 2016. (Excludes Biologics)

QuintilesIMS has a complete set of integrated solutions to help you succeed at this stage of your product’s lifecycle. We have industry knowledge to provide the best consultative services, local and global data, innovative technology, and resources to meet your needs.

Segment Monitoring

Keep track of customer groups most important to your business

Email Consent Services

Stay compliant while you grow your email database



Promotional Strategy

Reduce the erosion curve with long-term strategies and shorter term tactics

Outreach Services and Technology

Knowledgeable people and innovative tools to stay connected and relevant



Promotional Strategy

Reduce the erosion curve with long-term strategies and shorter term tactics

When your business depends on you to make the right decisions, consider speaking to our experienced **Commercial Effectiveness Consulting Team** who can recommend tactics for your product's complete lifecycle including preparing for Loss of Exclusivity (LOE).

When your organization has reduced resources to promote your late stage or LOE brands but you believe that using alternatives to face-to-face outreach is important in reducing the typical erosion curve seen in analogues, you may want to consider a free **Promotional Strategy Workshop** to help you know where to start. QuintilesIMS can provide a team of experts to help you assess, plan and build a custom outreach strategy to retain target customer segments and extend the revenue stream.



Segment Monitoring

Keep track of customer groups most important to your business

When your organization is no longer focused on market expansion for your late/LOE stage brand but focused on retention, consider Segment Monitor to track physician segments and refine your commercial model for optimal success. **Segment Monitor** is an affordable solution to allow your organization to assess segments due to change in market dynamics from LOE, loss of formulary status, card programs, sampling and CME activities.



Outreach Services and Technology

Knowledgeable people and innovative tools for your multi-channel marketing needs

If you are considering outreach strategies that may include email, fax or a combination of outreach programs, QuintilesIMS can help you automate the execution using **Nexus Marketing** and provide coordination, monitoring and reporting. In addition, do not let resource gaps in your organization prevent you from launching your initiatives. Talk to us about our **Analyst Outsourcing Services**.



Email Consent Services

Stay compliant while you grow your email database

Your organization may have a digital strategy but no consented email database. When your organization is challenged with how to obtain consent in the first place, especially with Canada's Anti-Spam Legislation, consider QuintilesIMS who can provide your organization with the strategy, tools, and services to jumpstart your email database at all stages of your product lifecycle.

Call your QuintilesIMS representative today for more information on the benefits of LOE Solutions or contact us at info@ca.imshealth.com



QuintilesIMS™

16720, Route Transcanadienne, Kirkland, Quebec H9H 5M3
535 Legget Drive, Tower C, 7th floor, Kanata, Ontario K2K 3B8
6700 Century Avenue, Suite 300, Mississauga, Ontario L5N 6A4

Contact us at www.quintilesims.com
Copyright © 2017 QuintilesIMS.
All rights reserved.