

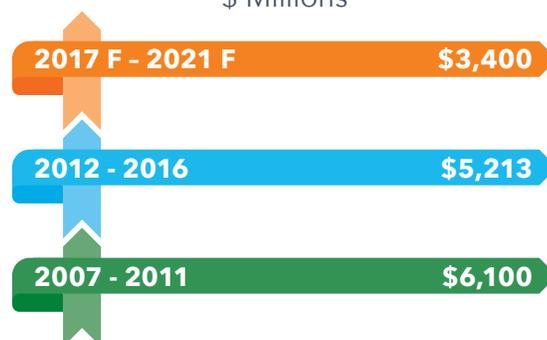
# CONSIDERATIONS FOR LATE STAGE AND LOE STAGE PRODUCTS

*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?
- Can a card program slow the erosion of my brand's market share while facilitating and securing patient retention?
- Are there other options available to me?

### Sales Value of LOEs in Canada \$ Millions



Source: IQVIA. *PharmaFocus 2021 Update*. August 2017. (Excludes Biologics)

*Using the power of the IQVIA CORE™, our domain expertise, unparalleled data, transformative technology and advanced analytics allow us to provide a comprehensive set of integrated solutions that help you to succeed at this stage of your product's lifecycle.*

#### Segment Monitoring

Keep track of customer groups most important to your business

#### Email Consent Services

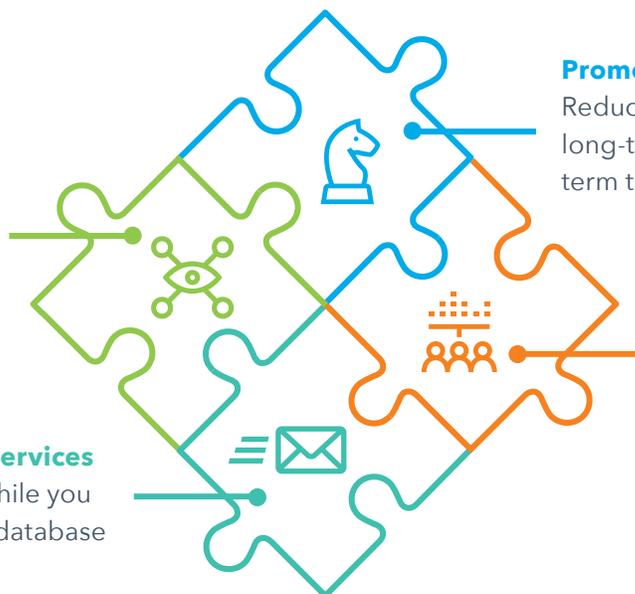
Stay compliant while you grow your email database

#### 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. Preparing for Loss of Exclusivity can include strategies such as card programs that support patient choice while reducing market erosion after patent loss.

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. IQVIA 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 monitoring 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, IQVIA can help you automate the execution using **Nexxus 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 IQVIA to provide your organization with the strategy, tools, and services to jumpstart your email database at all stages of your product lifecycle.

**CALL YOUR IQVIA REPRESENTATIVE TODAY FOR MORE INFORMATION ON THE BENEFITS OF LOE SOLUTIONS OR CONTACT US AT [CANADAINFO@IQVIA.COM](mailto:CANADAINFO@IQVIA.COM)**

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