

Product ideation for the pre-filled syringe market

Identification of product ideas for portfolio expansion in critical care for the US pre-filled syringe market



Company
Small Pharma

Therapeutic area
Critical care

Location
Europe

METHODOLOGY

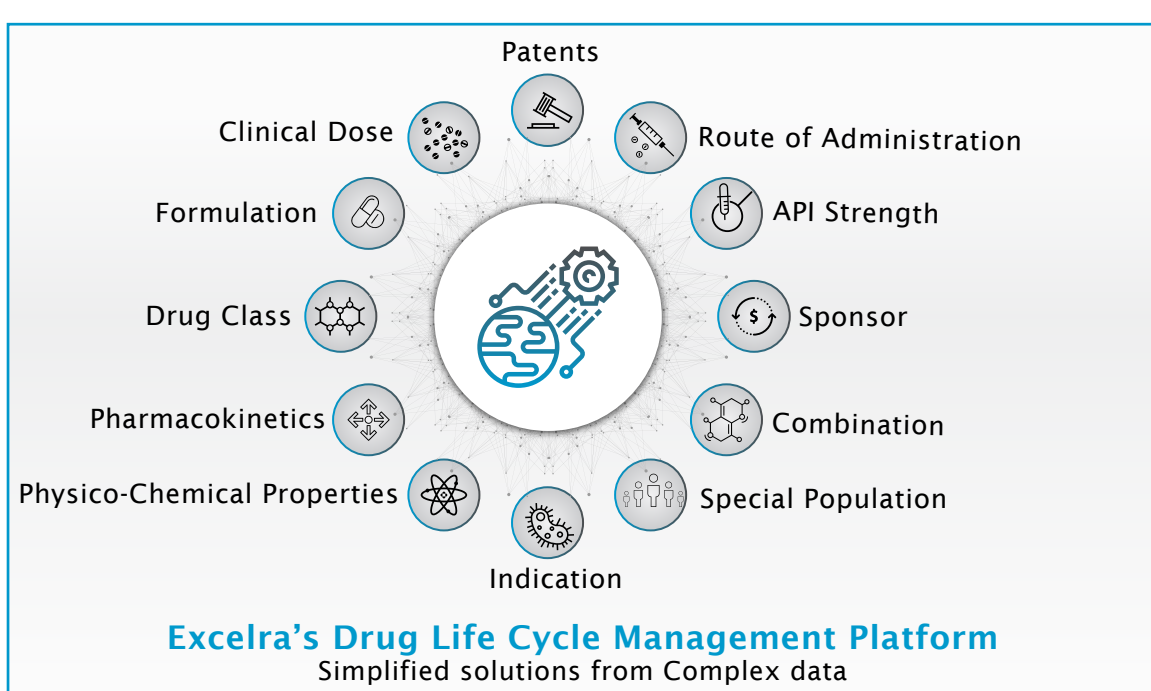
Client Specifications

Client is interested in:

- Products with patent expiry on or before 2025
- Regulatory markets of interest-FDA

Excelra's integrated drug approval data

Data Extraction

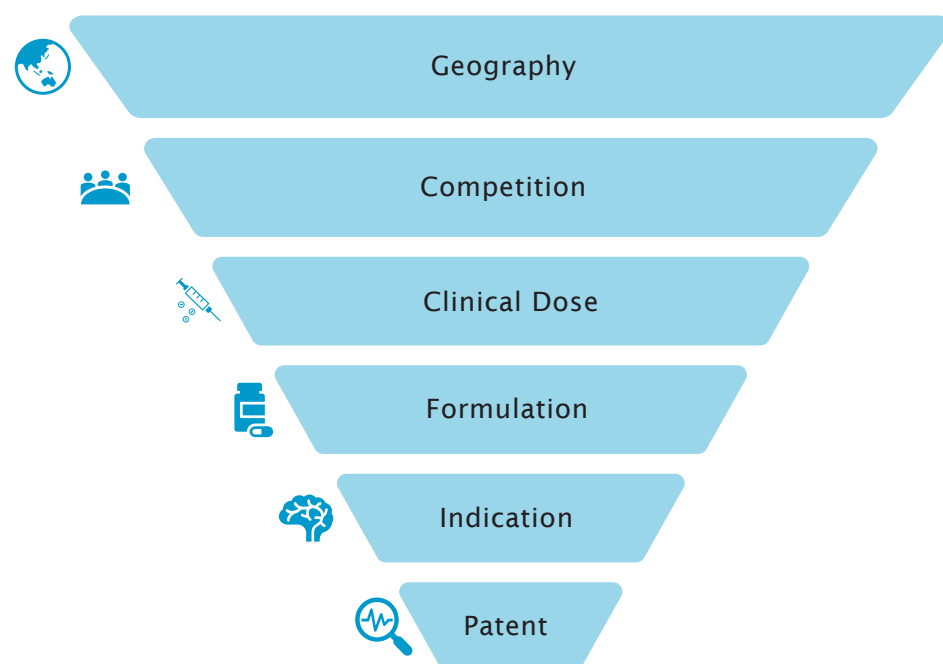


Salient Features:

- 5 Major regulatory agencies (US, Europe, Japan, India & Russia)
- Manually curated database
- Regular updates
- Standardized data across regulatory agencies
- 4,000+ APIs and 40,000+ Products

Excelra's integrated drug approval data

Data Filtering



Short-listing of relevant products

Detailed data collection & short-listing

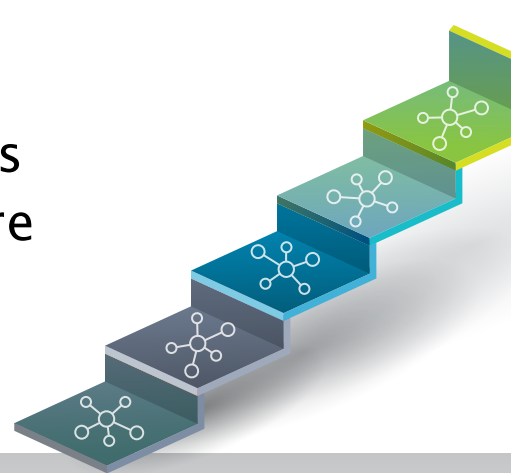
- Critical care indication
- Unmet medical need

Analysis, ranking and prioritization

Drug name	API 1	API 2	API 3	API 4	API 5	API 6	API 7	API 8	API 9	API 10
Indication	Disease 1	Disease 2	Disease 3	Disease 4	Disease 5	Disease 6	Disease 7	Disease 8	Disease 9	Disease 10
Patent	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH
Geography	HIGH	HIGH	HIGH	HIGH	LOW	HIGH	HIGH	HIGH	HIGH	LOW
Formulation	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	LOW
Drug PFS availability and competition	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	LOW	LOW	LOW
Indication in Critical care	HIGH	HIGH	HIGH	LOW	LOW	LOW	LOW	LOW	HIGH	LOW
Dose and dose regimen	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	LOW
Dose precision necessary	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	HIGH	LOW	HIGH	LOW

Recommendation

Top 5 product ideas in critical care



VALUE



Strategy for entry into niche therapeutic areas in new markets for generics



Recommendation of low risk-high value product ideas for accelerated entry into niche markets



Identifying differentiating parameters to tackle generic competition



Portfolio expansion by identifying commercially attractive product opportunities

LEVERAGING INTEGRATED DATA FROM DRUG REGULATORY AGENCIES

marcom@excelra.com

www.excelra.com