

Case Study

Product Ideation for Pre-filled Syringe Market

The Purpose

To identify the product ideas for portfolio expansion in critical care for the US pre-filled syringe market.

About the Client



INDUSTRY
Small pharma



LOCATION
Europe



THERAPEUTIC AREA
Critical care

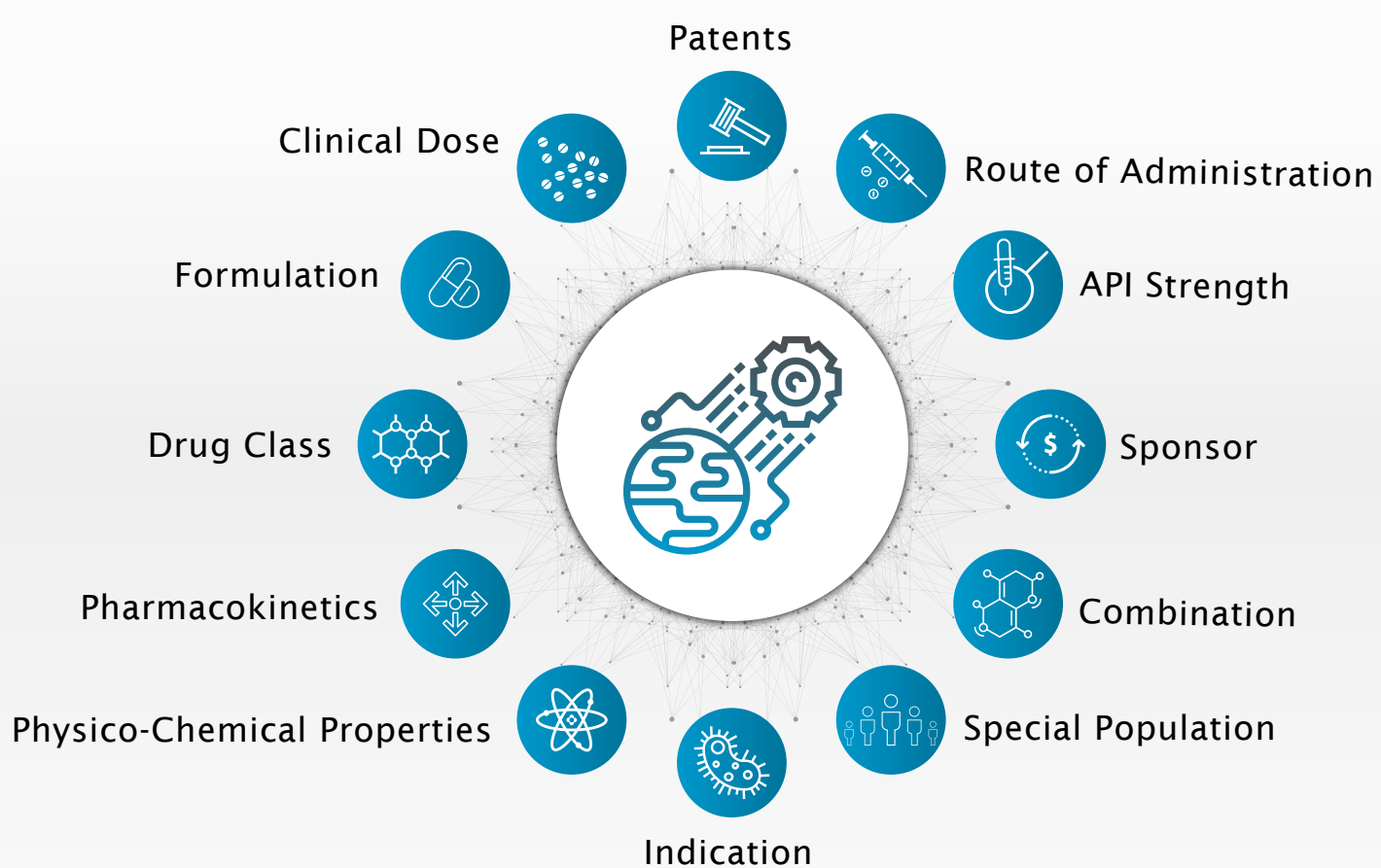
Client Specification

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

The Excelra Approach

Excelra's Integrated Drug Approval Data

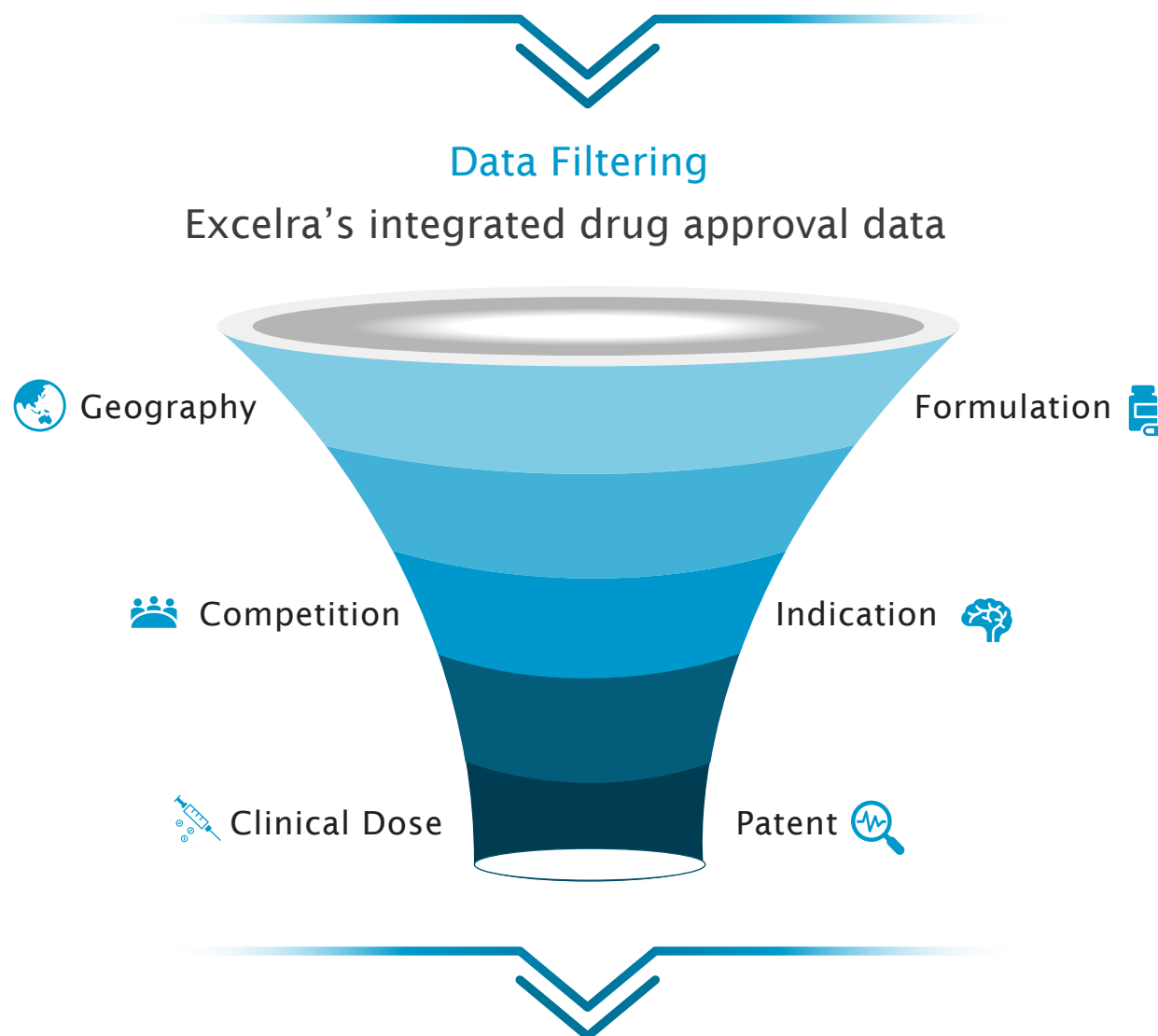
Data Extraction



Excelra's Drug Life Cycle Management Platform
Simplified Solutions from Complex Data

Salient Features:

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



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	HIGH	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

Excelra's Contribution

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.

Top 5 product ideas in critical care.

Excelra's Service Portfolio

	Insights	Data
 Discovery	<ul style="list-style-type: none"> • Data Science Driven Drug Discovery • Target Identification • Target Dossier Services 	<ul style="list-style-type: none"> • Chemistry Curation Services • GOSTAR Structure Activity Relationship database
 Translational	<ul style="list-style-type: none"> • Biomarker Discovery • Drug Repositioning • Life Cycle Management • Systems Biology Informatics 	<ul style="list-style-type: none"> • Biology Curation Services • GOBIOM Biomarker intelligence database
 Clinical	<ul style="list-style-type: none"> • Precision Oncology Informatics • Clinical Pharmacology 	<ul style="list-style-type: none"> • Clinical Trial Outcomes Database
 Value Evidence	<ul style="list-style-type: none"> • Outcomes Research • Epidemiology Modelling • Economic Modelling • Value Evidence Communication 	<ul style="list-style-type: none"> • RWE & Big Data Realization • SLR & Meta-analysis
 Technology Solutions	<ul style="list-style-type: none"> • Enterprise Data Strategy • Enterprise Cloud Ops • Enterprise Digital Transformation 	

For more information, visit <https://www.excelra.com/translational/#life-cycle-management>



About Excelra

Excelra's data and analytics solutions empower innovation in life sciences across the value chain from discovery to market. The Excelra Edge comes from a seamless amalgamation of proprietary curated data assets, deep domain expertise and data science. The company's multifaceted teams harmonize and analyse large volumes of disparate unstructured data using cutting-edge technologies. We galvanize data-driven decisions to unlock operational efficiencies to accelerate drug discovery and development. Over the past 18 years, Excelra has been the preferred data and analytics partner to over 90 global clients, including 15 of the top 20 large Pharma.

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