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

LOCATION
Europe

INDUSTRY
Small pharma

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
Excelra’s integrated drug approval data

Data Filtering

Detailed data collection & short-listing

Short-Listing of Relevant Products

Detailed data collection & short-listing

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 | LOW | HIGH | LOW | 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

<table>
<thead>
<tr>
<th>Insights</th>
<th>Data</th>
</tr>
</thead>
</table>
| **Discovery** | • Data Science Driven Drug Discovery  
• Target Identification  
• Target Dossier Services  
| • Chemistry Curation Services  
• GOSTAR Structure Activity Relationship database |
| **Translational** | • Biomarker Discovery  
• Drug Repositioning  
• Life Cycle Management  
• Systems Biology Informatics  
| • Biology Curation Services  
• GOBIOM Biomarker intelligence database |
| **Clinical** | • Precision Oncology Informatics  
• Clinical Pharmacology  
| • Clinical Trial Outcomes Database |
| **Value Evidence** | • Outcomes Research  
• Epidemiology Modelling  
• Economic Modelling  
• Value Evidence Communication  
| • RWE & Big Data Realization  
• SLR & Meta-analysis |
| **Technology Solutions** | • Enterprise Data Strategy  
• Enterprise Cloud Ops  
• Enterprise Digital Transformation |

For more information, visit [https://www.excelra.com/translational/#life-cycle-management](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.

marketing@excelra.com  
www.excelra.com