



CLARITYpharma is a pharmaceutical supply chain and commercial solutions provider working with manufacturers and customers to bring significant efficiency enhancements to the supply chain, and thus drive demonstrable improvements in sales and profitability.

With a product coming up for patent expiry, a manufacturer often faces the unenviable situation of the economics of their product disappearing overnight as generic competition enters the market. We have experience of working with clients to determine the optimum response to pending LOE and in implementing generic defence strategies as appropriate.

#### Key contacts



#### Margaret Doyle

Business Intelligence Director

Tel: +44 (0)7710 267939

E-mail: [margaret.doyle@clarity-pharma.com](mailto:margaret.doyle@clarity-pharma.com)



#### Tanya Monteith

Managing Director

Tel: 44 (0) 845 080 5190

E-mail: [tanya.monteith@clarity-pharma.com](mailto:tanya.monteith@clarity-pharma.com)

Find out more... [www.clarity-pharma.com](http://www.clarity-pharma.com)

## CLARITYpharma

Endeavour House  
Coopers End Road  
London Stansted Airport  
Stansted CM24 1SJ

Tel: 0845 080 5190

Fax: 0845 080 5191

[www.clarity-pharma.com](http://www.clarity-pharma.com)

# LOSS OF EXCLUSIVITY (LOE)

- PLANNING
- STRATEGY
- IMPLEMENTATION



[www.clarity-pharma.com](http://www.clarity-pharma.com)

## Planning for success - essential information



LOE does not mean you need to lose all your sales and profits overnight.

### Factors to consider in determining the level of generic threat:

- LOE date
- Generic approvals
- API availability
- Ease of manufacture
- Likely number of entrants day 1
- Parallel trade impact
- Influence of comparator products
- Brand vs generic scripts

### Benefits

Enhanced set of data inputs and assumptions from which to better forecast sales and profit erosion

Formulate the optimal LOE strategy for your product

### CLARITYpharma services

Sourcing of information against the check list above.

Specialist Parallel trade insights.

- PI report
- PE report

## Strategy formulation and selection



Each product LOE is unique, and there is 'no one size fits all' strategy.

Have you considered all available managed LOE strategies?

What can you do to hold up 'at risk' sales and profits?

### Benefits

What will work best for your product:

- In-house commercial deals
- External deals
- Partnering

### CLARITYpharma services

Examples of LOE strategies illustrating what has worked and what has not worked together with other influencing factors.

Bespoke case studies in relevant therapy areas based on actual generic price points.

Strategy development, workshops and consultancy,

or

Independent review of LOE strategy.

## Implementation, monitor and control



Effective implementation requires the right blend of experience, resource, reach and timing.

Have you the systems in place to track changes in market dynamics that allows you to flex your strategy.

### Benefits

What will work best for your product:

- Confidence in the chosen strategy
- Optimum response to the generic challenge

### CLARITYpharma services

Track and monitor changes in pricing and competitors.

Implementation of commercial deals across certain customer groupings.

Distribution capability through our CLARITYdtp offering.