IHS GLOBAL INSIGHT HEALTHCARE & PHARMA SERVICES

IHS Global Insight’s Healthcare & Pharma practice provides a portfolio of intelligence solutions to optimize the performance of companies and organizations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making—particularly in the fields of market access, pricing and reimbursement (P&R), emerging markets, generics strategies, therapeutic development pathways, and general competitive intelligence. We deliver high-value subscription and consultancy services to address daily healthcare information needs, highlight important market trends and obstacles, and maximize product life cycles. These services include our Same-Day Analysis—providing the latest global analysis on fast-paced developments in the sector on a daily basis—multi-client studies, special reports, country reports, global pricing data, and market access consultancy. Our expertise is based on the unparalleled geographic and therapeutic specialties of our in-house data and specialized analysts.

For more information, please visit www.ihsglobalinsight.com/healthcare.

HEALTHCARE AND PHARMA SERVICES
DELIVERING HEALTHCARE AND PHARMACEUTICAL INTELLIGENCE

IHS Global Insight’s Healthcare and Pharma practice provides an independent, comprehensive portfolio of analysis, forecast, data, and consulting services. We can provide you with timely, insightful, and accurate analysis on the evolving regulatory and competitive landscape in more than 60 countries worldwide, enabling you to:

- Evaluate market opportunities and risks
- Monitor competitors and customers
- Assess the impacts of a changing regulatory environment
- Plan and forecast budgets
- Stay up to date with recent industry developments and market trends

Our expert team provides an independent, fact-based view of the healthcare and pharmaceutical industry—fully supported by our 325+ economists and analysts worldwide—to bring you a full suite of solutions.
WORLD MARKETS HEALTHCARE (WMH)

Provides daily analysis of significant healthcare and pharmaceutical news and events

The WMH service delivers critical, unbiased, and analytical intelligence on the healthcare and pharmaceutical industry to help you monitor and assess risk, make informed decisions, and seize business opportunities. WMH combines our unique Same-Day Analysis service—daily insights into the most important developments impacting the sector across the world—with constantly updated Country Intelligence and Competitor Intelligence databases. The service also includes in-depth analysis for more than 60 countries, covering demographics, expenditure trends, healthcare infrastructure, and an assessment of a country’s pharmaceutical market.

This service enables you to:
- Systematically monitor your competitors’ performance, R&D activities, investments, and partnerships
- Track regulatory and market developments that impact your pharmaceutical sales in over 60 countries worldwide
- Understand the structure of healthcare markets and identify opportunities for pharmaceutical sales in over 60 countries worldwide
- Contact our analysts directly for further comments or clarifications

Same-Day Analysis provides you with timely and ongoing interpretations of the latest news, events, and trends.

Country Profiles provide structured and consistent analysis of the healthcare environment and pharmaceutical market in 65 country markets, accounting for more than 98% of global pharmaceutical sales.

Our Portfolio and Pipeline Databases (R&D) and approved drug display information over 1200 approved drugs and molecules for 40 major pharmaceutical and biotech manufacturers.

PHARMA MARKET ACCESS CUSTOM SOLUTIONS

Customized solutions to maximize your business opportunities

IHS Global Insight has a strong mix of regional, scientific, health, economic, and pricing specialists who provide tailored services to suit the particular needs of any client. Across the traditional development pathway for new drugs, IHS Global Insight can advise pharmaceutical and biotech companies on pricing and reimbursement strategies, risk assessment, market access support, payer perspectives, and market scenario analyses. In addition to our considerable pricing and reimbursement experience, global strength, and adaptability, we have a detailed understanding of how to optimize market access strategies in a wide range of scenarios. We can also provide customized ad-hoc data on comparative international prices; reimbursement guidelines for pharmaceutical products; and quarterly presentations and bulletins on global pricing and reimbursement developments, including reimbursement decisions or risk-sharing agreements.

MULTI-CLIENT STUDIES (MCS)

Unique individual reports based on primary research conducted by industry consultants

IHS Global Insight’s multi-client studies (MCS) are designed to provide unique and in-depth insight to key questions and challenges facing the healthcare industry. The MCS employ a qualitative approach, including over 50 interviews conducted by local consultants with healthcare stakeholders from each country. MCS are fully customizable, allowing clients to validate and modify interview guidelines to accommodate specific business needs. The studies are enhanced by our healthcare and pharmaceutical team of experts and resources, providing a solid basis for analysis and forecasts.

Each Healthcare and Pharmaceutical MCS offers:
- An electronic report detailing the methodology of our research and results of our in-depth studies and interviews
- Detailed country profiles for each survey delivered in Microsoft Word® (approximately 20–30 pages)
WORLD MARKETS PRICING AND REIMBURSEMENT (WMPR)
Providing up-to-date pricing and reimbursement intelligence

After years of expensive and high-risk development of a new treatment, achieving regulatory approval increasingly means very little — payors and reimbursement agencies now represent real and tangible threats to actual market access. WMPR allows you to easily navigate the complex pricing and reimbursement systems in key markets, enabling you to optimize pricing strategies and launch sequencing. WMPR is specifically designed for pricing managers, strategic planning managers, health economists, and product managers.

This service allows the user to:
- Gain daily insights into global pricing and reimbursement reforms, reimbursement decisions, and corporate market access strategies, including risk-sharing agreements, price cuts, price hikes and reference pricing
- Instantly compare pricing and reimbursement regulations across leading and emerging markets
- Understand how each policy affects spending for 30 markets through detailed country profiles and analysis
- Compare competitor price evolution and strategy through an international pricing database of innovative drugs
- Assess launch sequencing strategies through an international reference pricing matrix that outlines the countries any government across 36 markets refers to when pricing a drug

Our searchable database contains prices for all innovative drugs approved since the beginning of 2003 across eight leading markets, allowing you to see the impact of cost-containment measures on individual products and compare manufacturers' strategies on pricing and launch sequencing.

PHARMONLINE INTERNATIONAL (POLI)
A comprehensive, easily searchable database of pharmaceutical prices in 12 leading markets

This database provides different sets of prices (wholesale, retail, factory) for each drug using our proprietary methodology. This plays an important role in assessing launch sequencing strategies, deciding which markets to launch in, and where higher prices are acceptable. POLI allows the user to instantly compare daily treatment costs and factory prices of specific treatments, as well as assess the reimbursement status of that treatment.

This service is designed for market access and pricing and reimbursement departments in pharma/biotech companies that rely on comprehensive, up-to-date pricing data on competitor drugs in order to benchmark the pricing of their own treatments. POLI provides a geographical comparison of prices across leading and emerging markets and tracks historical price development.

SEARCH CRITERIA: Click on one or several research fields and target your research with detailed lists

RESULT SHEET:
- Visualization of the results on a table and on specific card
- Excel® download functionality

Same-Day Analysis provides you with the implications of P&R reform in leading markets, key product pricing decisions and trends in market spending, complemented by in-depth, monthly Special Reports.

The international reference pricing matrix looks at the vast network of countries that look to each other when pricing their drugs, and can be used to optimize launch sequencing strategies.
WORLD MARKETS ONCOLOGY (WMO)
Providing comprehensive oncology industry intelligence

The WMO provides a uniquely comprehensive overview of the full value proposition for each medicine in the oncology market, ranging from clinical data to pricing, reimbursement and annual cost information. These treatments are tracked from early Phase I development through to potential approval, pricing, and reimbursement, enabling the user to compare the overall cost of the treatment with the clinical data that was used to secure reimbursement.

The user-friendly interface of the database is designed to provide optimum flexibility in your search, with potentially 55 columns of information per drug.

This service enables you to instantly:
- Understand how approvals and reimbursement were secured—or not secured—based on clinical endpoints, design, and results, as well as pricing
- Compare and break down the cost of drugs in each of their approved cancer areas based on dosing and average duration of use
- Understand the key market access barriers to new oncology drugs, including tier placements, clinical guidelines, special authority restrictions, and cost-effectiveness calculations
- Find new licensing opportunities and key areas of research and development
- Assess the risk posed by oncology drugs under development based on cancer type, drug class, and manufacturer

WORLD MARKETS GENERICS AND BIOSIMILARS (WMGB)
Providing comprehensive generics industry intelligence

The WMGB allows pharmaceutical company executives and business development and licensing managers to foresee challenges and seize opportunities in the generics market through its up-to-date competitive, regulatory, pricing and reimbursement, patent litigation, and product-specific intelligence and analyses. The service provides daily analysis of significant developments in the generics industry.

WMGB allows the user to:
- Monitor corporate developments in the generics sector
- Identify generic pipeline developments, drug filings, and approvals
- Assess patent challenges, litigation, and disputes
- Understand the impact of pricing and reimbursement reforms and efforts to promote use of generics
- Gauge generic market size and growth trends
- Track the evolution of generics and biosimilars regulations
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