

Strategic Overview of Current Market Entries and Anticipated Near-Term Approvals

2017 Edition

The global biosimilars market is expanding. PharmaForce International is committed to being the industry's most reliable source for primary market intelligence in the emerging biosimilars therapeutic area. PharmaForce International is the market leader in biosimilars market intelligence and benchmarking across major markets.

HIGHLIGHTS

1. Observed variations in biosimilar uptake across therapeutic areas
2. Primary hurdles to biosimilar market entry
3. Perceptions of biosimilars amongst physicians and payers
4. Effective discounting on biosimilar sales
5. Role of effective managed care effort on biosimilar commercialization

The unique report is divided into three sections:

I. Companies that have assembled a full commercial team and have launched biosimilars

- Strategic overview of the biosimilar franchise
- Deployment of key commercial operations personnel dedicated to biosimilars
 - Sales Representatives by group/specialty
 - District Managers
 - Key Account Managers
 - Product Managers
 - Senior Management
 - Medical Liaisons
 - Specific Managed Markets Account Personnel
- Structure of the sales and marketing organization
 - Organizational chart/reporting relationships
- Management of the product portfolio
 - Prioritization of products among key audiences
 - Allocation of details by target physician audience
 - Call reach and frequency
- Approach to reimbursement
- Typical compensation package for biosimilar Sales Representatives

II. Companies that have an FDA-approved biosimilar but have not yet gone to market

- Launch status and other information specific to commercialization plans
 - Information surrounding partial commercial build-outs that have occurred to date
 - Senior Leadership/Marketing/Strategy/Medical Affairs
 - Potential launch dates
 - Other insight captured via primary research

III. Companies with biosimilar products in development that may be approved in the near future

- Status of the pending launch
- Specifics about biosimilar product clinical trial

Primary research sources for U.S. biosimilars report:

I. Industry personnel

- Sales Channel
- Marketing and Strategy Teams
- Medical Affairs

II. Managed Care/Health Plan and Payer personnel

III. Physicians

- Insight and perspective on usage and uptake

Biosimilar trends and other insight identified during the research process:

I. Details surrounding potential for market penetration

II. Litigation

III. Clinical data

IV. Pricing perspectives

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