

Pangaea Perspectives® 2008 Reports

PANGAEA PERSPECTIVES® IS A SERIES OF INTELLIGENCE REPORTS AIMED AT IDENTIFYING AND ANALYZING HEALTHCARE MARKET SEGMENTS WITH UNREALIZED POTENTIAL. EACH PANGAEA PERSPECTIVES® REPORT INCLUDES A HALF-DAY CUSTOMIZED STRATEGIC WORKSHOP IN ADDITION TO A BINDER & CD-ROM.

PERSPECTIVES – CANADIAN SPECIALTY PHARMACEUTICAL MARKET REPORT

• (Available - May 2008)

Specialty Pharmaceuticals represent an emerging segment of the pharmaceutical market in Canada, characterized by high cost / low volume products that don't follow the established industry practices for promotion, logistics management, or patient interaction. Although presently limited to a handful of therapy areas, leading industry analysts expect that Specialty Pharmaceuticals will account for as much as 50% of global industry sales within the next five years.

This report provides an overview of the market and environmental forces driving the trend towards Specialty Pharmaceuticals. It profiles the current market and stakeholders, assists pharmaceutical marketers in assessing whether new brands fit the Specialty Pharmaceutical pattern, provides insights into the critical factors for successfully launching and managing a Specialty Pharmaceutical brand.

PERSPECTIVES – CANADIAN LONG TERM CARE MARKET REPORT

• (Available - April 2008)

Approximately 1% of Canada's population is responsible for taking more than 10% of Canada's prescription volume. A senior in a LTC facility receives an average of 11 different prescriptions daily. These facts point to a significant opportunity in a market segment which is poorly understood and often overlooked by most pharmaceutical companies. As life expectancy improves and the baby-boomers age, this opportunity will only become more significant.

This report will provide an overview of the regulations governing this market segment, explain the buying behavior in the LTC environment, forecast therapeutic drug class utilization from LTC-specific data and set parameters for designing cost-effective strategies in this largely overlooked segment. The result is that executives will be able to make informed decisions about LTC based on clear, lucid market intelligence and develop a deep understanding of the macro and micro-environmental influences that determine success or failure in this segment.

PERSPECTIVES – CANADIAN HOSPITAL MARKET REPORT

• (Available - June 2008)

This report provides an excellent overview of the Canadian Hospital environment. In addition to detailing market demographics, this report addresses in depth, the legislative environment, environmental issues and the impact that Technology is having on the way that hospitals are being operated. Also discussed are hospital organization, segmentation of in-hospital customers, hospital formulary, hospital drug budgets, contracting & product pricing as well as distribution channels.

For marketing and sales professionals this report will provide actionable insight. The Corporate Product Review for Hospital Selling section will describe how to identify and assess potential and competition, develop a SWOT analysis and key messages for individual products. As well, sections dealing with Key Account Management, Working the Hospital, Strategy & Tactics Development, Action Development and Selling Opportunities will ensure that the report provides actionable insight.

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