

## Reformulation Strategies - Comparisons of Past and Future Reformulation Strategies

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### Description

Introduction

Product lifecycle management (LCM) is an integral part of portfolio continuation and preservation. With R&D productivity stalling, and profit margins increasingly eroded by cost-containment initiatives, maximizing the return on investment (ROI) of in-line brands is a key objective for pharmaceutical companies.

### Scope

\*Overview of product reformulation new formulations and combination products; and how, when, and why manufacturers implement reformulation strategies

\*Review of reformulations in cardiovascular, CNS, diabetes, and women's health

\*Comparison of successful and less effective reformulation strategies recently implemented, and evaluation of future reformulation strategies

\*In depth case study analysis, utilizing IMS data to examine launch timing, marketing and promotion, pricing strategies and satisfaction of unmet needs

### Highlights

With reformulation forming an established, and ever growing part of product LCM, it is important that manufacturers fully evaluate the suitability and likely profitability of such a strategy before implementation, as failure to do so will significantly impact the uptake of the reformulation and ultimately reduce the drug's return on investment.

Reformulation is a widely employed LCM technique, of the 50 top manufacturers in 2005, 39% of total product launches from 2002-2005 were reformulations.

Recently, CNS and "alimentary and metabolic" therapies have been the most frequently targeted for reformulation; indicative of the large number of treated patient populations, high commercial value, and the highly competitive nature of the markets.

## Reasons to Purchase

\*Understand how companies employ reformulations throughout different stages of the parent product's lifecycle

\*Assess the relative success and failures of reformulation strategies across both the US and EU markets

\*Gain insight into how competitive differentiation, pricing, promotion and launch timing influence the success of reformulation strategies

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