Pharmaceutical Lifecycle Management: Making the Most of Each and Every Brand

Tony Ellery, Neal Hansen
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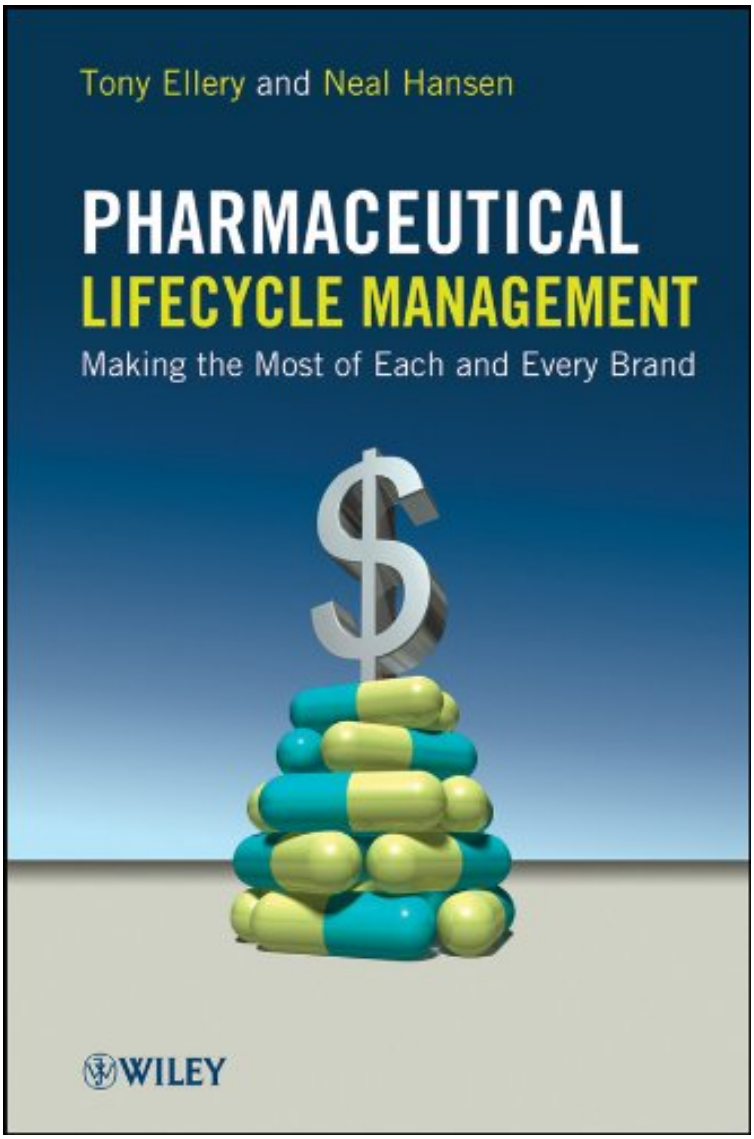

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Tony Ellery, Neal Hansen : Pharmaceutical Lifecycle Management: Making the Most of Each and Every Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised Pharmaceutical Lifecycle Management: Making the Most of Each and Every Brand:

0 of 0 people found the following review helpful. Pharma life cycle managementBy Matt RobinsonExcellent reference material for the subject0 of 0 people found the following review helpful. content mattersBy Cecilia ZhangI just started to read it, it seems that this book has a very systemic frame and what i read leads me to attract me to read more.2 of 2

people found the following review helpful. Dynamic industry constantly producing outstanding new products that require return on investment solutionsBy GreenyThe global pharmaceutical business is enormous - $880 billion in 2011. This complex industry keeps delivering wonderful medicines. I think it's axiomatic that one of the reasons we get these great products is that they can be financially rewarding to the makers. This book deals with the business and marketing strategies and tactics used by the drug industry.Pharmaceutical products all have profit-loss lifecycles. Most of the drugs we know about eventually go generic and compete on price when they do. In the industry, those are called "small molecule" drugs because they are made with chemical processes and it's possible for labs to make identical copies of them. But biotech changes everything and the whole industry needs new marketing strategies and tactics. This book summarizes disruptions to the status quo today.Biogenerics - we don't even know if there is such as thing as a biogeneric drug. This is a new problem. How does the generic manufacturer get hold of the originator's clone and then copy its unique processes? In many cases, nobody can reproduce the biologic that was created by biotech engineers such as a unique protein. The generic manufacturer can possibly produce a biosimilar and get it approved quickly and at low cost.Approval pathways for biosimilars are not well established. Also, biosimilars might be highly saleable for unanticipated reasons. I realized that there are several career paths within biotech as there are loads of business and legal issues.I found the subject of biosimilars to be the most interesting in this book. Marketing professionals in the pharma industry should appreciate the book, as it summarizes current strategic and tactical marketing problems. Industry attorneys, lobbyists and fund managers would probably find the book useful.

A comprehensive guide to optimizing the lifecycle management of pharmaceutical brands The mounting challenges posed by cost containment policies and the prevalence of generic alternatives make optimizing the lifecycle management (LCM) of brand drugs essential for pharmaceutical companies looking to maximize the value of their products. Demonstrating how different measures can be combined to create winning strategies, Pharmaceutical Lifecycle Management: Making the Most of Each and Every Brand explores this increasingly important field to help readers understand what they canmdash;and mustmdash;do to get the most out of their brands. Offering a truly immersive introduction to LCM options for pharmaceuticals, the book incorporates numerous real-life case studies that demonstrate successful and failed lifecycle management initiatives, explaining the key takeaway of each example. Filled with practical information on the process of actually writing and presenting an LCM plan, as well as how to link corporate, portfolio, and individual brand strategies, the book also offers a look ahead to predict which LCM strategies will continue to be effective in the future. While the development of new drugs designed to address unmet patient needs remains the single most important goal of any pharmaceutical company, effective LCM is invaluable for getting the greatest possible value from existing brands. Pharmaceutical Lifecycle Management walks you through the process step by step, making it indispensable reading for pharmaceutical executives and managers, as well as anyone working in the fields of drug research, development, and regulation.

ldquo;In conclusion, it should be stated that the authors reached their goals in providing a reference manual for potential measures that should be applied in case the life and profit of a brand are to be maximized.rdquo; (Green Processing and Synthesis, 1 March 2014) nbsp; nbsp;About the AuthorTONY ELLERY is a consultant with Ellery Pharma Consulting. Until September 2008, he was the Head of Pharmaceutical Lifecycle Management in Portfolio Management at Novartis AG. Prior to this, he occupied positions of increasing seniority in research, development, and marketing at different companies, including Roche, Ciba Vision, and Novartis. Dr. Ellery has served as a member of the Ciba-Geigy Research Advisory Board and the Novartis Pharma Development Management Board. He is a popular speaker on lifecycle, project, and portfolio management. NEAL HANSEN is the Managing Director of Healthcare Consulting within the Informa Group, encompassing Datamonitor Healthcare Consulting and Phasic Strategy. Previously, he was the European Head of Consulting within Wood Mackenzie's Life Sciences Practice. He works with many key players in the pharmaceutical industry to support effective decision making for brand and portfolio strategy and has chaired and spoken at numerous conferences in the field of lifecycle management and the changing nature of the generic drug industry.