

– By 2020 –

Global Pharma Revenue Will Reach



\$1,220,000,000,000+

Between now and 2020, The global pharma industry will have a rare opportunity to provide a growing record number of new drugs to growing population that is able to afford more specialized medicines.

PRODUCTS

Strong industry's late-stage pipeline of 2,240 drugs and the growing trend of single-company, multi-product launches over last 27 months is expected to translate into an unprecedented average of 45 launches per year.

POPULATION

3.5% global population growth will result in the first time in human history when people over 65 will outnumber children under 5.

PRICE

Complex drugs continue to deliver more value, which is reflected in their average increases by 5.1% for specialized products and 1% for orphan indications.

<https://www.pwc.com/gx/en/ceo-agenda/ceosurvey/2017/gx/industries/pharmaceuticals-and-life-sciences.html>

DO YOU HAVE THE **3** VITAL COMPONENTS OF MODEL N'S GLOBAL PRICING MANAGEMENT TO HELP YOU MAXIMIZE REVENUE?

PR & MA Foundation

Seize **CONTROL** of information



71% of countries using IRP rely on it solely for price decision making

Allow **100% ACCURACY** and **TIMELY** submissions



19.9% Rx sales growth will Happen Ex-US

Increase your **GLOBAL COORDINATION**



98.8% Cloud platform speed Increase over Excel based system

Improve your **OPERATIONAL PERFORMANCE**



37% of countries changed their IRP rules in last 3 years

Ensure your team's market **ADAPTABILITY**



97% of professionals use mobile devices while traveling

Enable **ACCESS** anytime and anywhere

Global Launch Excellence

PLAN your next move

1/3

Single Launch Strategy

Remainder of Total Market Access Departmental Budget

31.7% Overhead
Average 2.7 Solely Dedicated FTEs for 17.6 Months

26.8% - Strategy Consulting
NOT Included Regulatory or Pricing Guidelines

3.3% Pricing Analogues
Based on Competitive Data

38.3%
Regulatory Guidance and Other

Typical Approach

\$80 – \$150K

Consulting Fee

ZERO

Reiterations Free

8 WEEKS

To First Output

Model N Approach

REDUCED

Consulting Spend

UNLIMITED

Reiterations

UP TO 5 MIN

Per Simulation

Optimized Revenue

85%

= 20 countries

100%

= 165 countries

Impact on Total Revenue

-2.3%

6%

International Reference Pricing

Continuously **EXECUTE** flawlessly

41

PCR volume (each having the potential to cut price by up to 80% in another country)

37%

Increase in volume handled due to ease of utilization



Average annualized Price Change Requests related metrics for each

\$1 Billion

of company Rx revenue.

\$243,820

Operational savings

Reduction in time spent

1.3%

Results in **proven** ability to mitigate **\$60,000,000** in losses due to **inevitable** price erosion.

Sources: FDA, EFPIA, PhRMA, IMS Midas / Health, IHS, UN DESA, EvaluatePharma, CuttingEdge, SKP Consulting, WHO, CB Partners, EU Commission on Rx Pricing, WHO, EUnetHTA.