

# Price benchmarking & sensitivity analysis

## Pricing analysis across multiple countries, price points and types

### CLIENT NEED

**International small/med pharma required quick turnaround of in-depth analysis that was accurate and transparent to be used for impact modelling.**

### OUR APPROACH

- Conducted review to understand markets and price types to be covered e.g. Ex-Factory, wholesaler, pharmacy, retail, reimbursed and German launch price
- Utilized in-house data to provide market and product coverage and identification of additional price points
- Completed source and literature review to find additional information around the product such as market authorization approval
- Reviewed and utilized health economic assessments to provide additional price points and country evaluations

### OUTCOMES & VALUE

- Delivered a comprehensive and granular report containing a range of product details (from active substance to manufacturer)
- Produced detailed price types and competitor comparisons.
- Provided a report that was used to inform market assessment and budget impact models with greater data intelligence and insight

### SAMPLE DELIVERABLES

#	Brand/Generic Name	Active Substance	Country	Form	Strength	Quantity
1	Abilify	Aripiprazole	United Kingdom	Tablets	10 mg	28
2	Abilify	Aripiprazole	United Kingdom	Tablets	5 mg	28
3	Abilify	Aripiprazole	United Kingdom	Tablets	15 mg	28
4	Abilify	Aripiprazole	United Kingdom	Concentrate/Solution For Oral Solution	1mg / ml	150 ml
5	Abilify	Aripiprazole	United Kingdom	Soluble Tablets	10 mg	28
6	Abilify	Aripiprazole	United Kingdom	Soluble Tablets	15 mg	28
7	Abilify	Aripiprazole	United Kingdom	Tablets	30 mg	28
8	Abilify	Aripiprazole	United Kingdom	Concentrate/Solution For Intramuscular Injection	7.5 mg / ml	1.3 ml
9	Abilify Maintena	Aripiprazole	United Kingdom	Con		
10	Abilify	Aripiprazole	United Kingdom			

  

Otsuka	GBP	77.26	86.91	96.04	96.04
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Otsuka	GBP	77.26	86.91	96.04	96.04
Otsuka	GBP	82.78	93.12	102.9	102.9
Otsuka	GBP	77.26	86.91	96.04	96.04
Otsuka	GBP	77.26	86.91	96.04	96.04
Otsuka	GBP	154.51	173.83	192.08	192.08
Otsuka	GBP	2.76	3.1	3.43	3.43
Otsuka	GBP	177.3	199.47	220.41	220.41
Otsuka	GBP	177.3	199.47	220.41	220.41