

CREDOPARD®

Wir machen das für Sie!

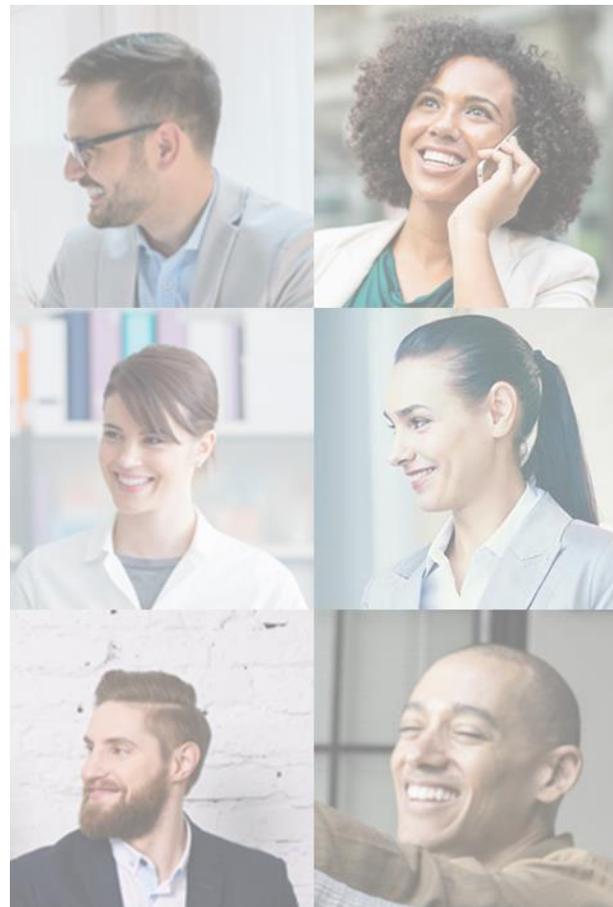
About Sushi and Petrol - how to get the service you want

Whitepaper for Choosing your CSO-Partner

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What you already know...

...but we would like to confirm: Germany is one of the most important markets for pharmaceutical products globally. The per capita spends on medication are the third-largest worldwide and with total revenue of app. 35 billion Euros for medication (Rx prescription) it ranks first in Europe.

In short terms, not being represented on this market is no option.

Nonetheless, many non-European companies are hesitant in bringing their products to Europe and unleash the massive potential for their revenue. Our experience is that many times misconception of the European market („too complicated“ or „too diverse“) delays market entries and leads to the decision to enter the US first.

But what drives the ideas of Europe being too complicated? Yes, 24 official EU-languages and 27 different healthcare systems might appear like a massive burden, labelling, disposal legislation, pricing regulations, etc. can differ from country to country and we even have not touched the challenges linked to establishing legal entities in different countries or the differences in sales channels. Yes, even we Europeans sometimes think: “Gosh is this my continent or ‘Bizzaro world’?”



But before stating: “You see, it is too complicated indeed!” we kindly would like to ask a simple question: If “too complicated” was a basis for decisions, why have you ever started? We think a part of the answer is: Because you know your market. And this is exactly why we at Credopard would like to encourage you considering Germany, a market we know, and Europe, a market we have an excellent network to offer.

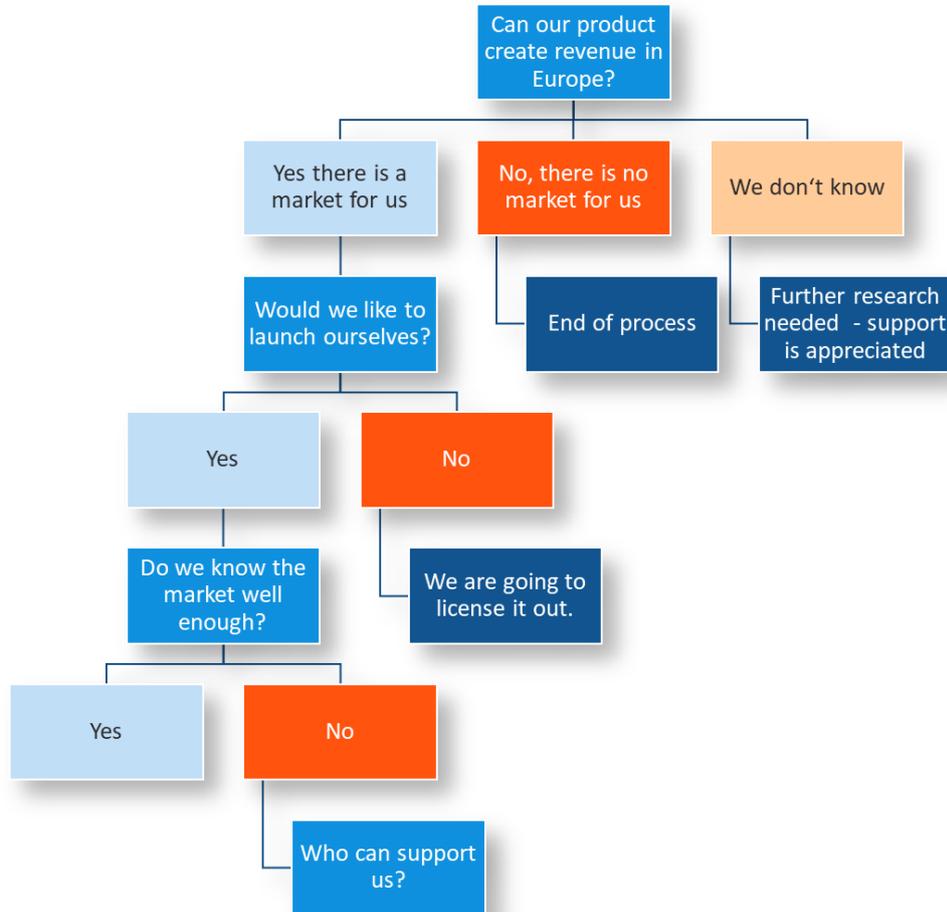
Depending on your product and therapeutic area, you might like to go through a centralised European registration process, or you apply country by country

for approval – there are good reasons for both patterns, and it will depend very much on your product and the launch strategy you prefer, which way applies best. The main point though: it is doable, profitable and very often easier than it appears. Europe in general and Germany, in particular, is a fantastic place for abroad companies to be. Once established, success sometimes seems unavoidable, and it allows you to provide your great solutions to a market of more than 510 million people (US app. 353 million).

This is, why we dare to state that not being represented in Europe is no option for pharmaceutical, growth-oriented companies. The only question still to be answered: Will you launch yourself or will you sell a license?

Decisions you might need to take (simplified)

Corresponding to our experience, the decision matrix very often looks like the following:



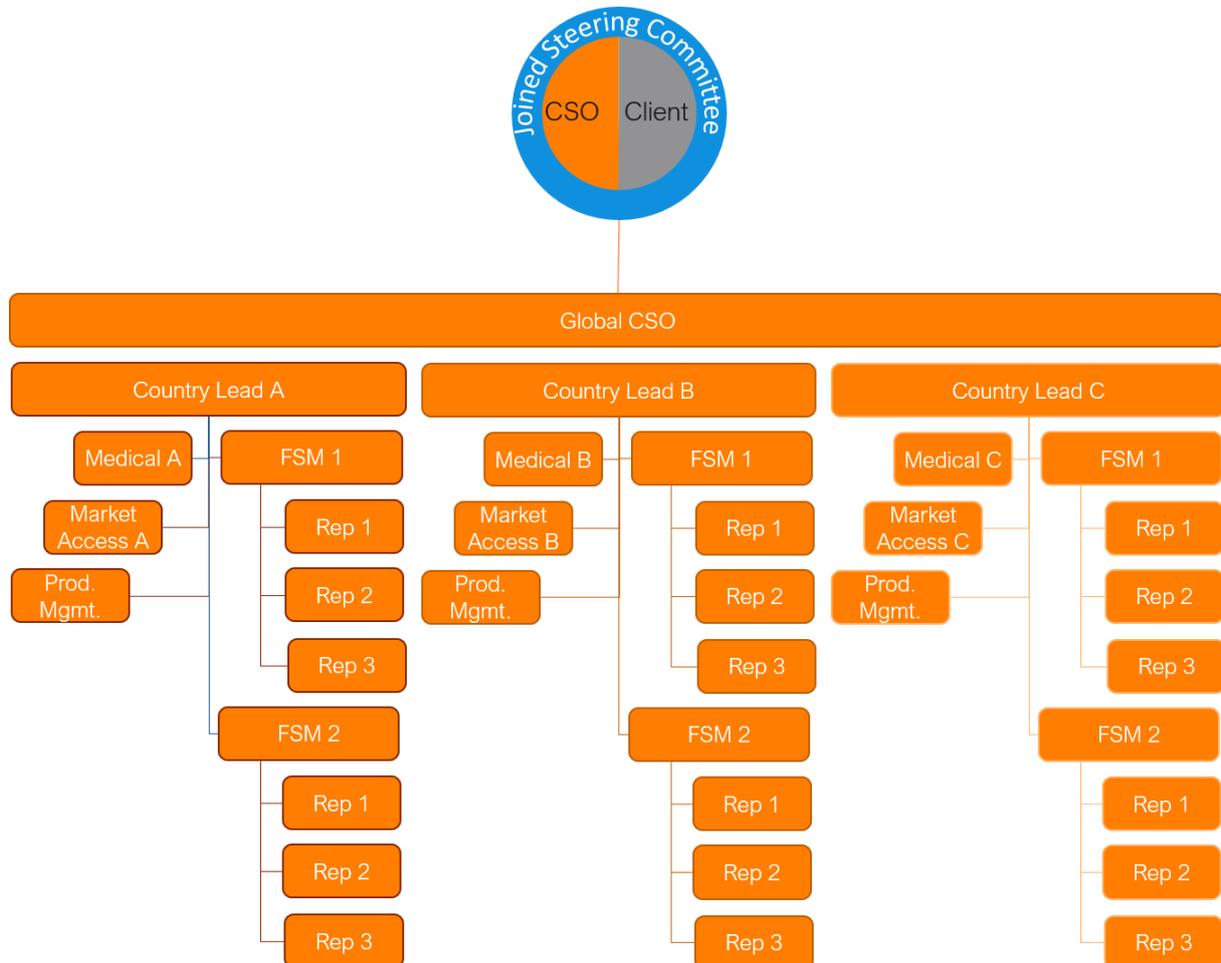
While it is straight forward when deciding on either not starting any activities or start searching for a partner who will license-in your product, considering launching the product in the designated area under your regime is tempting from a revenue point of view. This ensures full brand control and allows you to get 100% of the profit instead of a smaller portion (or nothing).

Building a commercial entity in a forging country, though, is a challenge: The language barrier, unknown legal requirements, and a business culture which might not apply to what you are used to. This is when companies, in general, seek support by engaging with Contract Sales Organisations (CSOs), preferable those claiming that they were a one-stop-shop; in terms of content (Regulatory Affairs, Pricing and Reimbursement, Medical and Sales) and location (“global”; “international” are the related buzzwords).

How will your sales organisation look like?

Given you engage with a global CSO, they will very rightly propose a concept which promises to cover all your needs and a structure which ensures that you will remain in control.

Such a structure, in general, will follow an org chart very similar to this:



Additional services might be included, and they are all provided by the same vendor under one Master Service Agreement.

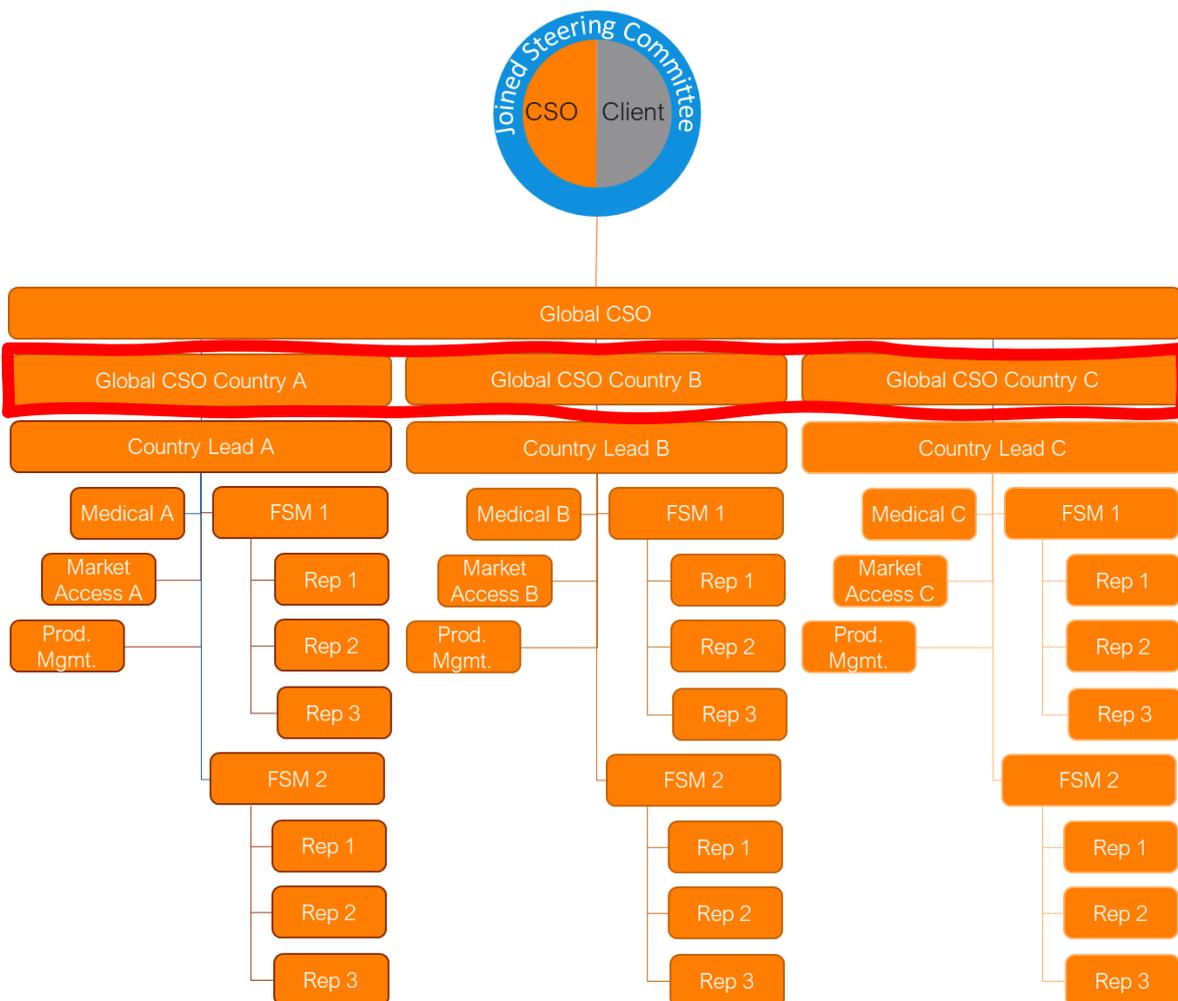
They are big, they have legal entities in all the countries you would like to cover, and they are on the market for a while; what could possibly go wrong?

Before taking the next step, ask the “Sushi”-Question

Where do I buy sushi? At the petrol station, at the supermarket, or in the Japanese restaurant next corner? You might prefer the restaurant, right? But you also have to get some petrol... This is exactly what happens when seeking support for a product launch: You need different things, all of them very special all of them critical for the overall success of your project. And if you buy at a place claiming to give you all, it is unsure if they can do it all and all in consistent, high quality. “Fully integrated” does not necessarily mean “Fully competent” or “fully engaged”. When engaging with a vendor, we strongly recommend to check three simple questions:

1. What is their core business? (you might like to review financial figures to check)
2. How long have they been operating in the countries we would like to launch? (at least the EU-Big-5)
3. Are they willing to coordinate third party vendors for services we would like to see performed by other companies?

Also, please note that there is an additional layer in most global proposals: Every single country and every single country’s organisation:

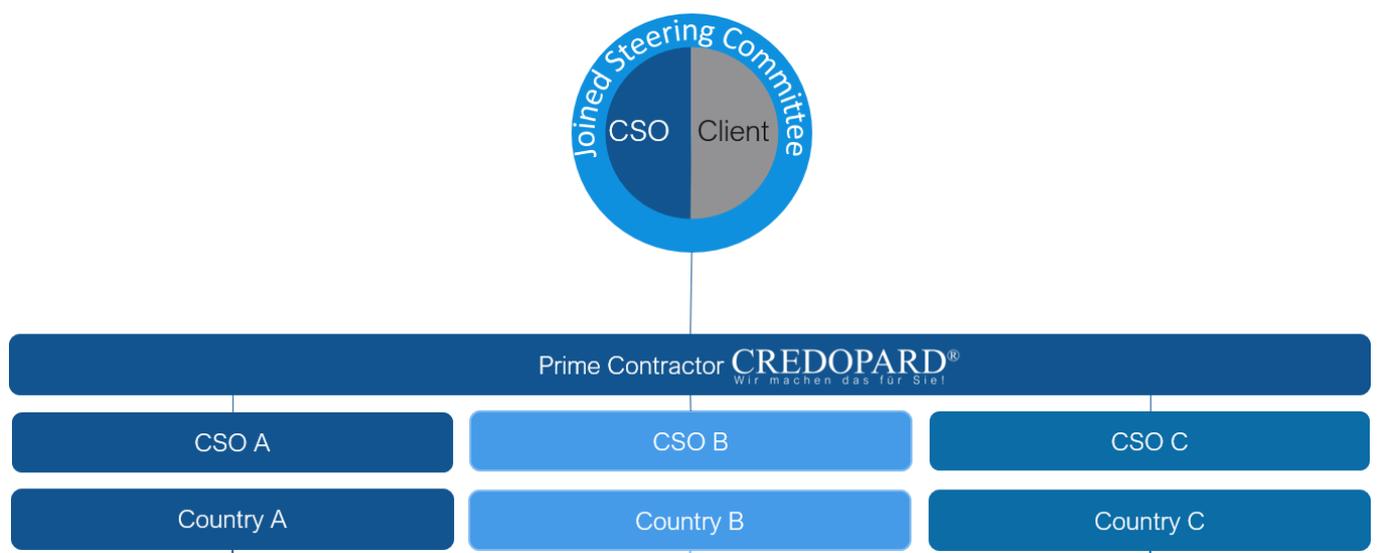


Every chain is just as strong as its weakest link: the overall performance of your project depends directly on the competence of your partner in every service area you are seeking support in and in every country, where you are requesting service.

There is no Japanese Restaurant that can do it all...

...but there are many of them in different places. The same applies to petrol stations. Imagine how great would it be to partner with targeted specialists in different locations without paying the price of coordinating all of them and engaging with each of them on a 121-basis: You would get the best service by the most experienced vendors in their area and still had the massive advantage of a single Agreement and a central steering tool!

This is, where Credopard comes into play: As a Germany focused CSO with more than ten years of experience, over 150 successfully realised projects, more than 1.100 hires and a rich network of partner CSOs in many European countries, we provide two key-services for you: Ensuring your success in Germany and coordinating the partner network in Europe.



Since we solely work with specialists, there is no “weakest link”.

Because we fulfil the role of a central Prime Vendor, no time is lost, no endless coordination efforts have to be taken.

As none of our partners claims to be “fully integrated” there is no need to compromise on quality - contractors are selected based on their performance in a particular service, not because there is a contract that covers it all.

Basically, our concept unifies both worlds: The advantages of global CSO-services (single contract, easy communication, direct control) and local service (strong local expertise, massive experience, rich network, competitive pricing). Finally, you can eat the cake and have it!

Conclusion

1. Europe is a great place for innovative and/or cost-saving pharmaceutical products!
2. Once the decision has been made to launch and using CSO-support, ask the “Sushi-Questions.”
3. Do not buy convenience by paying with quality – you can have both!

Want to learn more about Credopard and how we can support you in making your launch a success? Send us an e-mail to info@credopard.de and visit www.credopard-solutions.de for further information.



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