

EvaluatePharma®

Japan Sales, Volume and Pricing

With PMDA Approvals

Japan Sales, Volume and Pricing

Accelerate high quality analyses of the Japan market to optimise your business strategies through convenient access to Japan sales, volume and pricing and PMDA regulatory approval details; all fully integrated with EvaluatePharma global commercial intelligence.

Japan is the #2 pharmaceutical market in the world offering strong growth opportunities for internationally based companies and for local companies alike. Getting easy access to trustworthy Japan pricing and approvals data is very critical in order to achieve optimal launch price and product lifetime value. It allows you to readily conduct accurate commercial assessments and forecasting, understand the price premiums achieved for competitive products and compare international reference prices for negotiations.

Now Evaluate offers convenient access to superior quality Japan sales, volume, pricing and approvals data that can greatly enhance the efficiency and credibility of market analyses leading to faster, more effective decisions. This allows companies to focus on their plans rather than struggling with data.

Features

- Single source for Japanese MHLW pricing intelligence with PMDA approval information
- Accessible, translated NHI New Drug Pricing data set that makes it easy to access essential Japan pricing information for newly approved products on the Japan market, including:
 - Pricing premiums granted to a product(s) and on what basis prices were set
 - Company provided launch and peak sales forecasts and forecasted #patients
 - Fully transparent annual cost and volume per patient
 - Foreign price comparisons to US, Germany, UK and France - at time of launch
- NHI current drug prices for existing drugs on the Japan market with two year price revision history and analysis
- Dual language fields for company, product names and therapy class fields in Japanese and English integrated into Evaluate for in-depth analysis
- Direct links to full Japanese launch documents, no need for difficult searches or translation
- PMDA approvals information for all branded and generic products in Japan including in-depth label details and manufacturer information to aid assessments



Key Benefits:

- Unique commercial insight into the Japan market that saves massive amounts of time
- Convenience of conducting international drug price comparisons all in one resource
- Access to patient-based forecast models for similar products launched in Japan
- Transparency on new drug pricing methodology and premiums achieved for peer products
- Integration of pricing information with global commercial and R&D intelligence
- Translation to overcome language barriers and eliminate difficult document searches
- Competitive intelligence useful to various roles and functions for a shared view of the market



Population of over **127 million** people

2nd largest RX market worldwide: **US \$504.15 billion**

Soft patent erosion of off-patent branded products

Government reimbursement for drugs

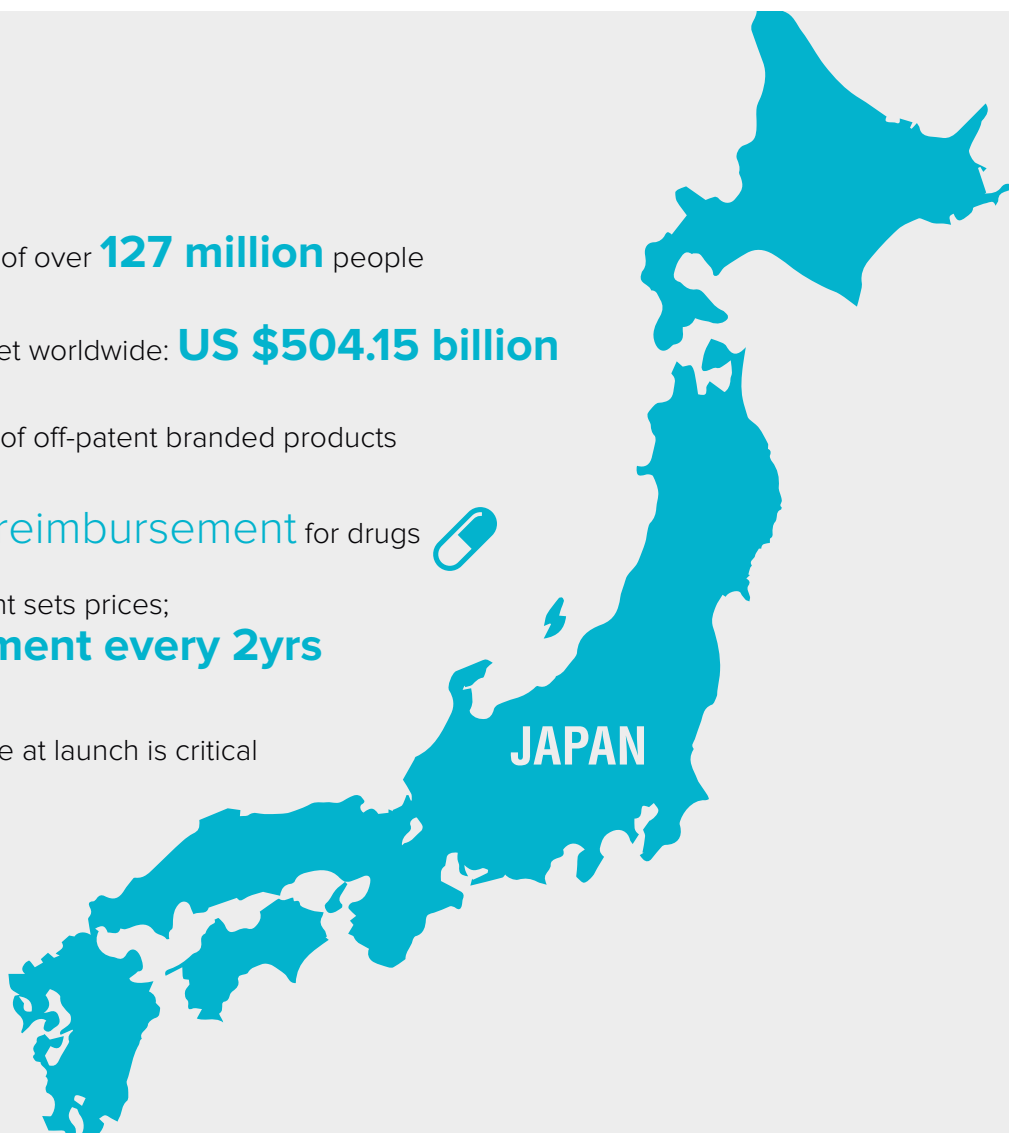


Government sets prices;

adjustment every 2yrs

Getting the right price at launch is critical

\$ £ ¥ €





Established in 1996, Evaluate Ltd is the trusted leader in high quality life science sector analysis and consensus forecasts to 2020. Evaluate's team of expert analysts transform life science information into insights so companies can perform well.

EvaluatePharma[®] delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

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EP Vantage an award winning editorial team, provides daily commentary and analysis with fresh perspectives and insight into current and future industry trends.

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The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

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