

# IQVIA Solutions for Generic Manufacturers

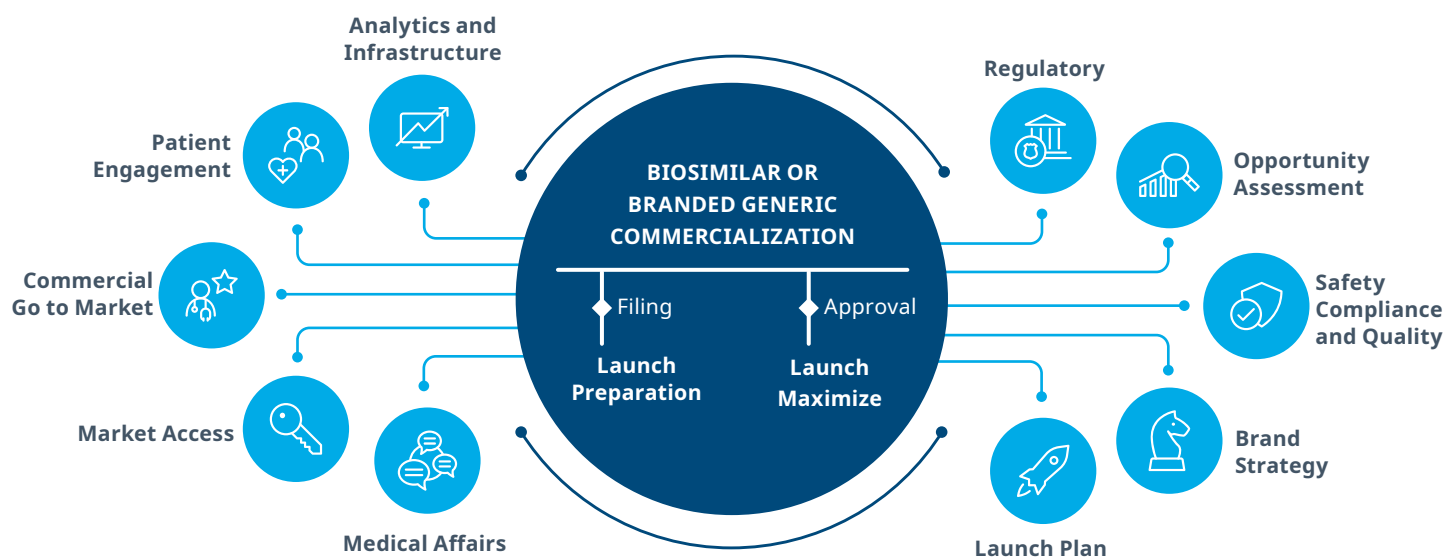
*Powered by data driven insights, real-world evidence, and advanced analytics*

Generic pharmaceutical manufacturers face a complex landscape marked by regulatory hurdles, intense pricing pressure, supply chain vulnerabilities, and fierce market competition. To succeed in this environment, they must navigate stringent compliance standards, manage cost-effective production, and respond to shifting global market dynamics, all while maintaining quality and affordability.

Leveraging IQVIA's deep market insights, real-world evidence, and advanced analytics, Generic manufacturers can optimize market entry strategies, accurately forecast demand, and ensure regulatory compliance, enabling them to overcome industry obstacles and thrive.



## IQVIA Asset Maximizer for Generic Manufacturers



## Key capabilities



### Regulatory

- Regulatory strategy, consulting, and planning services
- Submission preparation and delivery services
- Regulatory lifecycle management through tech-enabled intelligent automation and simplification



### Opportunity Assessment

- Patient journey, market, stakeholder and competitive landscaping, and sizing analyses
- Asset forecast development and Net Present Value evaluation
- Decision support and partnership evaluation



### Biosimilar/Branded Generics Launch Plan

- Launch benchmarks, diagnostic and KPI selection
- Launch planning tools, dashboard, and tracking
- Supply strategy and monitoring



### Commercial Go-to-Market

- Go to Market strategy design, analysis, and planning
- Support field deployment, KOL engagement, and omnichannel promotion — ensuring aligned messaging and optimized launch impact



### Market Access

- Payer landscape assessment and evidence planning
- Value proposition, messaging, and pricing analysis

## Key differentiators

### Enabling organizations to mitigate market shifts, seize growth opportunities, and optimize supply chains



**Unmatched data sets:** Largest global healthcare data network with leading-edge AI models for smart decision making.

- DDD Non-Retail Generics module with sales linked to organizational reference data, GPOs, and corporate parent.
- Regulatory Insights Generics module with single reference point from brand to FDA filing status for precision in assessing market potential.



**Real-time competitive insights:** Quickly adapt to market shifts within the branded generics and biosimilar ecosystem using real-time Integrated data and technology.



**Strategic consulting:** Tailored strategies for generics and biosimilar market entry, pricing, and portfolio optimization.



**Industry expertise:** Centers of Excellence in regulatory, market access, medical affairs, and commercial go-to-market functions.

- Expected launches and uptake are likely to increase overall spending on biosimilars significantly, to \$20-\$49B in 2027 and cumulative sales of \$129B over the next five years, with at least 10 molecules facing biosimilar competition over the period.

## Top business questions

**IQVIA's offering, specifically for Generic manufacturers, provides actionable data and analytics to inform successful biosimilar, branded generics, and generics strategies to answer top business questions.**



Which molecules or therapeutic areas should we prioritize based on market potential?



How do factors such as patent expirations, unmet medical needs, competitive conditions, and regulatory pathways influence this prioritization?



How can we differentiate from other generic and biosimilar manufacturers based on cost, speed to market, quality, portfolio breadth, and global reach?



What strategies can we employ to optimize pricing and market access, ensuring sustained competitiveness in a dynamic marketplace?

## Why IQVIA

IQVIA empowers generics and biosimilar manufacturers with the industry's most comprehensive data and advanced analytics. Our real-time insights cover competitive activity, pricing trends, prescribing patterns, and demand across retail, hospital, and specialty channels. These features help you optimize portfolio decisions, accelerate launches, and drive sustainable growth.

For biosimilars, IQVIA offers strategic planning supported by deep payer, provider, and patient insights. We help you to overcome access barriers, track uptake, and navigate evolving reimbursement dynamics. With our global scale, local market expertise, and integrated technology, IQVIA partners with you through every stage of the full product lifecycle, from development to commercialization.