

Innovation & Generic Insight

a unique analysis and benchmarking study of veterinary pharmaceutical innovation and generics in 2011 and trends in novel and generic innovations in the last decade

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Innovation & Generic Insight is a “Must-have” Study analysing the fundamental driver of profitable growth

- “Must have” data, analysis and comment on veterinary pharmaceutical innovation and generics, which is relevant for all companies with:
 - R&D Led strategies
 - Generic Led strategies

- Innovation and generics are amongst the fundamental drivers of profitable growth in the animal health industry and an analysis of recent trends is critical business intelligence

- **Innovation & Generic Insight** is the only independent, evidence based data, analysis and benchmarking study of novel innovation and generics in the animal health industry

- **Innovation & Generic Insight** is a 308-slide report that delivers innovation and generic data, analysis, benchmarking and comment by:
 - Company
 - Product Group
 - Species
 - Country
 - Approval Type

Scope

- Country Markets: Australia, Canada, France, Germany, Italy, New Zealand, Spain, UK, USA
- Companies: All
- Timescale: 2011, 2001-2011
 - Part 1.B, Part 2.B 2011 innovations
 - Part 1.A, Part 2.A 2001-2011 Novel API and 1st Generics
- Innovations: All
 - Novel product approvals
 - Generic product approvals
- Product Group: Veterinary Pharmaceuticals
 - Medicinal Feed Additives
 - Anti-infectives
 - Parasiticides
 - Other Pharmaceuticals
- Species: All

Methodology



Data published by the regulatory authorities in each country was compiled into a proprietary Product Approval Database

Product Approvals were then classified by type based on in-depth analysis e.g. data sheets, SPC

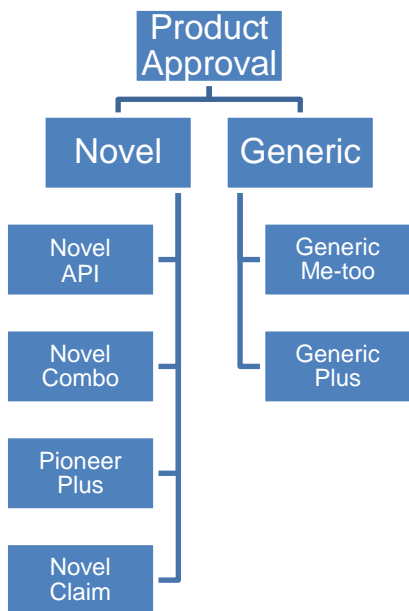
Product Approval Database was standardized across countries

Data analysis :

- Company benchmarking
- Novel innovations
- Generics
- Analysed by:
 - Company
 - Product Group
 - Species
 - Country
 - Approval Type

Innovation analysis:

- Number of Innovations
- Innovation Index



*The following approval types were excluded:

- Minor tablet size/concentration/flavour changes to existing pioneer products
- New minor claim/update to existing claims for existing pioneer products
- Changes in dosage regime
- Changes in withdrawal period
- Changes in product name (with no changes in product)
- Changes in company/license holder (with no changes in product)
- Product re-licensing (with no changes in product)
- Changes in packaging
- Changes in manufacturing site/process/source of active ingredient(s)

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