



# COMPETITION IS RISING IN RARE DISEASES

As the rare disease sector experiences significant advancements in drug and therapy development, the pharmaceutical landscape is witnessing a rise in competition. Therefore, pharmaceutical companies must respond to new competitive pressures in the marketplace.

## IS A RESPONSE REQUIRED?

The nature and degree of the competition and the characteristics of the market (prevalence, levels of diagnosis) will dictate the overall objective of the response. For example:

- To grow the market(s) and/or,
- Protect existing market(s)

The type of response will also be driven by whether new products entering the market are 'me too' products, 'differentiated' products or 'game changing' products.

Key indicators indicating whether a response is required will include:

- The type of products noted above.
- The company's existing access strategy particularly if it is relatively benign in its approach to Patients and HCP's.
- The presence of existing commoditised support services which do not differentiate the company such as Homecare Services which are not coupled with support to Patients and HCP's across the whole care pathway.

## NATURE OF RESPONSE

### 1 ACT NOW

The majority of Apodi clients are Commercial Managers whose responsibility is to drive access to their company's medicines. The challenges they tend to face are immediate, and this is likely to be the case when new entrants are about to enter the market. So step 1 is to act now – do not delay.



### 2 MARKET INSIGHT

In the absence of comprehensive insight into the expected impact of new entrants, HCP's, patients, and patient groups must be engaged with to assess the potential impact of new entrants and whether a more innovative HCP or patient centric strategy will differentiate the company and its medicines. This step should normally not require more than a couple of months to give the company the information it needs to develop its competitive response.



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## 3 DIFFERENTIATED STRATEGIES

The differentiated strategies will depend on key factors such as:

- The characteristics of the company's medicines compared with the competition. For example, the products efficacy, adverse event profile, and route of administration (e.g., infusion, sub-cut or oral).
- The level of patient adherence in the market and anticipated changes.
- Ease of access to new patients.



## IMPLEMENTATION – A BRIEF CASE STUDY

An existing company with a medicine delivered through infusion in the home is facing new entrants from companies with sub cut and oral therapies. The key support mechanism is a commoditized homecare service delivered by a syndicated nurse team.

The company decides to transform its engagement strategy with the market to include:

- Establishing a dedicated specialist nurse team that delivers homecare, support to patients across the care pathway including education and training and a call centre service.
- Customised clinical and administrative support is provided to deliver additional capacity in centres/trusts where waiting lists and other blocks to access are prevalent.
- The same team delivers training and education to key HCP's.
- Additional infrastructure and systems are established to drive engagement with specialist centres and patient support groups.



## SUMMARY

Where new competition is imminent, differential strategies are required to drive and protect patient access to a company's medicine. Success or otherwise will be dependent on the speed and nature of the response.

To learn more about Apodi and how we work with our pharmaceutical clients, visit our website [www.apodi.co.uk](http://www.apodi.co.uk) or email us at [info@apodi.co.uk](mailto:info@apodi.co.uk).

We help clients drive access to their medicines and services and transform patient lives.

We make this happen through the following services:



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