# valuecentric

PharmacyView

XenoPort®

CHALLENGE

XenoPort is a biopharmaceutical company that is currently focused on commercializing a product for neurological disorders. It had reacquired rights to this product from a corporate partner following lackluster sales and a product stock-out prior to reacquisition. When XenoPort set out to successfully re-launch the product, it had limited financial resources and was entering a market entrenched with generic products.

SOLUTION

XenoPort approached ValueCentric for help preparing and executing the re-launch of their product. XenoPort began by identifying major competitor products in the marketplace and their associated market share. ValueCentric performed an analysis of sales by territory and created a market basket

WHAT IS A PHARMACY DECILE?

A universe of customer-selected pharmacies is divided into 10 buckets of equal sales volume, in descending order. For XenoPort, pharmacies in deciles 8-10 represent 12% (or 6,500) of the retail pharmacies but capture 30% of sales in the market.

XenoPort targets 6,500 stores

of competing products. From this market basket, ValueCentric created pharmacy decile reports to identify the universe of relevant pharmacies and group them by annual sales volume. XenoPort, empowered with this report, was able to identify high value pharmacies for their sales team to concentrate their efforts.
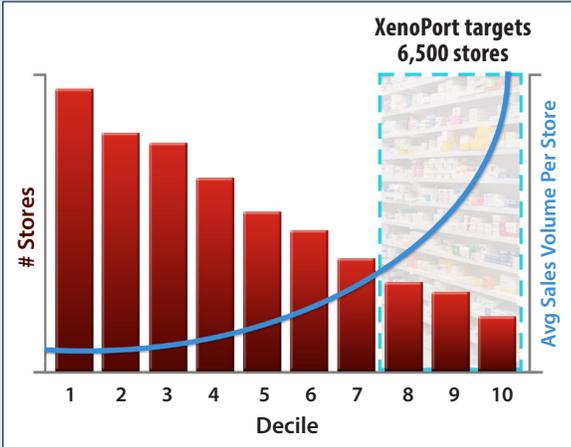
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S O L U T I O N (cont'd.)

XenoPort leadership joined the top decile pharmacies with sales territories and assigned high opportunity pharmacies to the sales rep call plan. Additionally, marketing and brand teams used this decile information for prioritizing pharmacy programs thereby optimizing return on investment. "Joining this information with our ValueTrak [channel] data, we were able to easily identify pharmacies of strategic importance down to the individual sales territory level," said Bill Soucie, VP of Market Access at XenoPort.

Sales teams accessed decile reports using ValueTrak SalesProfessional - a mobile version of ValueTrak optimized for field access on mobile or tablet devices. Empowered with decile and stocking information, the sales team focused efforts on high value pharmacies that were not currently selling the product.

O N G O I N G   R E S U L T S

Armed with ValueCentric services, the XenoPort team is able to monitor retail inventory and stocking levels to mitigate the risk of lost sales and stock-outs. Today XenoPort reports a significant increase in sales compared to a historical low prior to gaining ownership of the product. They've used pharmacy decile reports to identify new pharmacy partners, as well as create a blueprint for pharmacy programs to improve ease of access to the product. Soucie and his team are able to focus sales efforts on high-impact pharmacies, resulting in a one-third reduction of both Rx abandonments and pharmacy switches.

UNIT SALES

PharmacyView Services Launch

2011 2012 2013 2014 2015
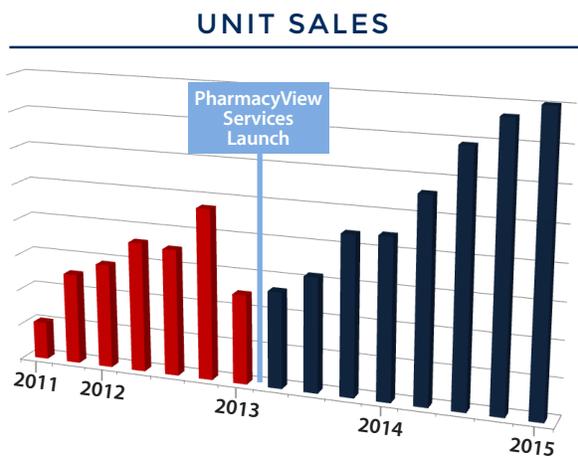
PRODUCT IMPROVEMENT

190%
PRODUCT GROWTH

PRODUCT RETURNS
<0.5%

33% DECREASE
in abandonment

28% DECREASE
in pharmacy switches

SCHEDULE A FREE DEMO

Explore the full capabilities of the
ValueTrak PharmacyView Module.

Schedule a free demo today by contacting:
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www.valuecentric.com