



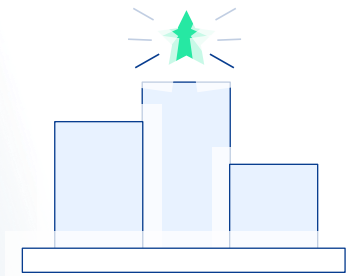
Analytic Health.

Powering **improved decision making**
for pharmaceutical manufacturers



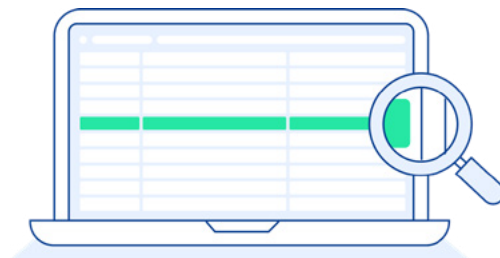
We understand the issues you face

Generic pharmaceutical manufacturers face significant **challenges**, including:



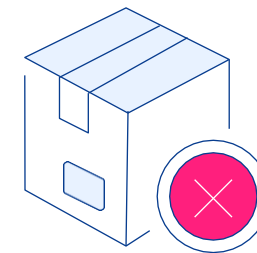
Fierce competition

You're competing with brands across the UK and Europe, and profit margins are squeezed.



Data visibility and access

You can't gain a full live market view from internal data, which hampers accurate decision making.



Supply chain issues

You may be unaware of the dynamics affecting the market, making it a struggle to act quickly to shortages.



Difficulty consolidating and sharing data

You receive open-source data from across the UK at different times and in different formats.

Data-driven actionable insights for UK pharma

We know how hard it is. So, what's the **ideal situation?**

It's one where you fully understand the reality of the market landscape, uncover actionable insights, and **outperform** the competition...

- You have a head-start on competitors and can act quickly
- All the data is in one place, one format, easy to understand, and joined-up
- The feed is live and easily shared with colleagues
- You're able to provide a sustainable supply of affordable medicines in the UK!



The Analytic Health story

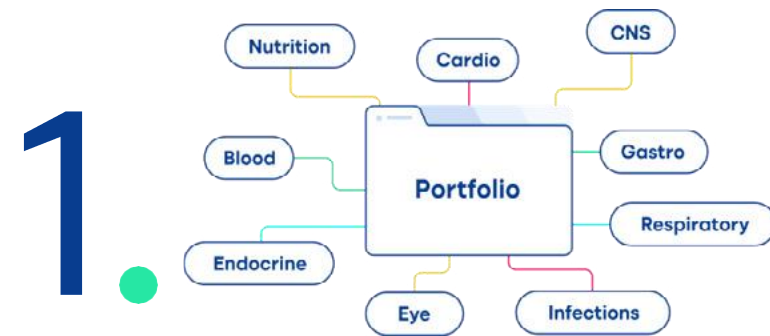


With a background in generic medicine, and experience of the difficulties in gathering and analysing open-source data, we founded Analytic Health to help clients harness healthcare data analytics in one place.

The innovative Pharmly[®] platform combines powerful analytics and effortless insights.

Three core ways that Pharmly® can help you

Over **20 million** pharmaceutical market data points a month – unlocked, analysed and hard at work. Pharmly can help you:



Effectively manage your portfolio

Identify gaps in your existing product portfolio, and see where healthcare providers are overspending to inform your acquisition strategy.



Mitigate any shortages

Stay one step ahead of developing UK medicinal shortages to plan increased manufacture or imports.



Improve your product range

Model changes to your generics portfolio to offer a more cost-effective offering for patients.

The Pharmly® ecosystem



Clients use the **apps** within the Pharmly® **ecosystem** in many ways, including to:

Support business development and licensing	●	●	●			
Enable effective portfolio management	●	●	●			
Achieve clarity with streamlined healthcare data	●	●	●	●	●	●
Live-stream healthcare data into your own applications			●			
Find your optimal price point				●		
Demonstrate savings with our budget impact model					●	
React quickly to medication shortages	●					
Monitor trends in secondary care.						●



Pharmly Analytics



Pharmly Portfolio Assessment



Pharmly Cloud Data



Pharmly Pricing



Pharmly Budget Analyser



Pharmly Secondary Care



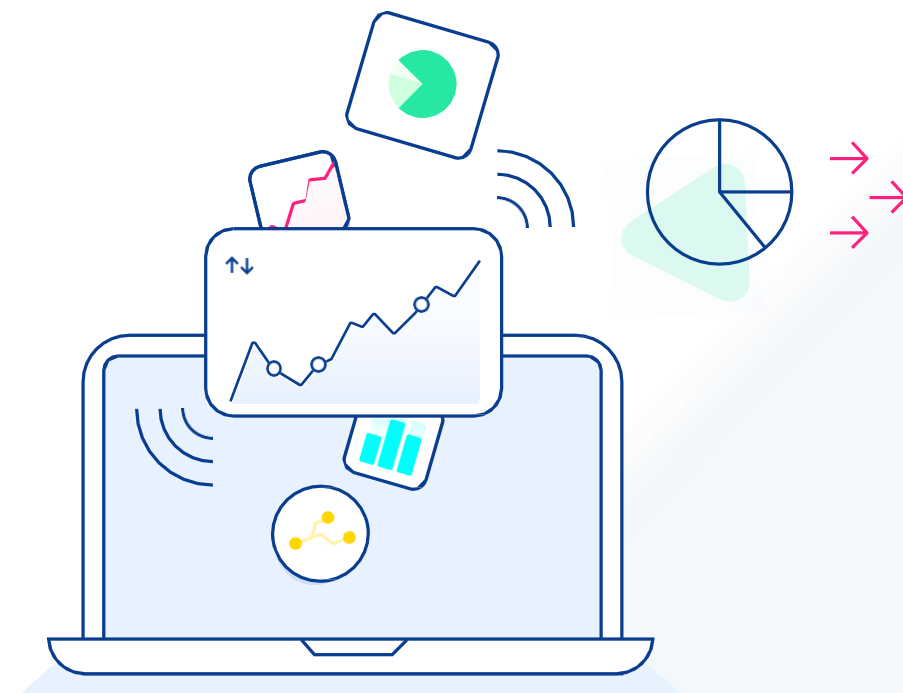
Data-driven actionable insights

Helps you with business development and portfolio management: identify optimal products, track competitor activity, and view maps and graphs.

Pharmly® Analytics



With comprehensive NHS prescribing data, shortages data, real-time DM+D integration, drug tariff prices, market authorisation tracking and custom analytics. Two years of historical and real-time data means you can react quickly to meet demand and gain market share.



Faster decisions

Stay one step ahead of developing UK medicinal shortages to plan increased manufacture or imports.

Smarter business development

Pinpoint opportunities for growth and maximise market potential.

Improved supply chain management

Avoid shortages and minimise excess inventory through precise demand forecasting.

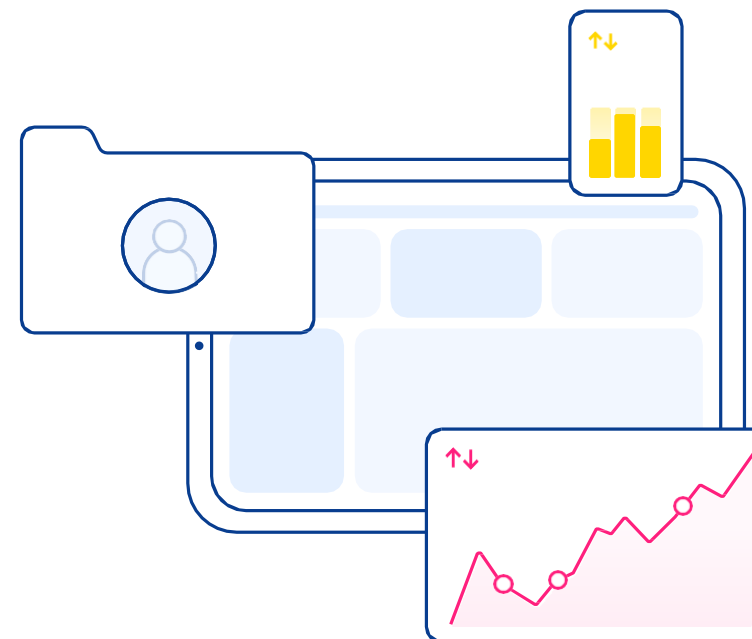
Your healthcare data warehouse

Simplify and automate your data needs with access to an extensive range of healthcare data in a simple application.

Pharmly® Cloud Data



Seamlessly access the data through a live data feed (via a REST API) directly in Excel, Tableau, or any other application. This helps you analyse data and generate company-specific opportunities.



Effortless access

Effortless access to vital data, such as primary, secondary, pricing, competitor and market intelligence, to make faster, high precision decisions.

Improve collaboration

Ensure everyone works from the same single source of truth, with the powerful ability to connect directly with your own tools.

Scalable for your business

Grow without limits with a cloud infrastructure that scales as needs evolve, without compromising performance or security.

Access hospital prescribing
and procurement data

Prepare for hospital tenders
and identify hot spots of
secondary care usage
around England at the
regional level.

Pharmly® Secondary Care Data

Includes comprehensive secondary care data, customised market intelligence, actionable reporting tools and an interactive heatmap to drill into the NHS Trust level.



Identify trends and opportunities

With customised market intelligence you can better understand the demands in the market and who you should be talking to.

Optimise your sales team

Target the right facilities and therapeutic areas for maximum impact, to ensure they have the right products in their portfolio.

Drive smarter strategies

Make evidence-based decisions that use robust secondary care data for product launches, tenders, and resource allocation.

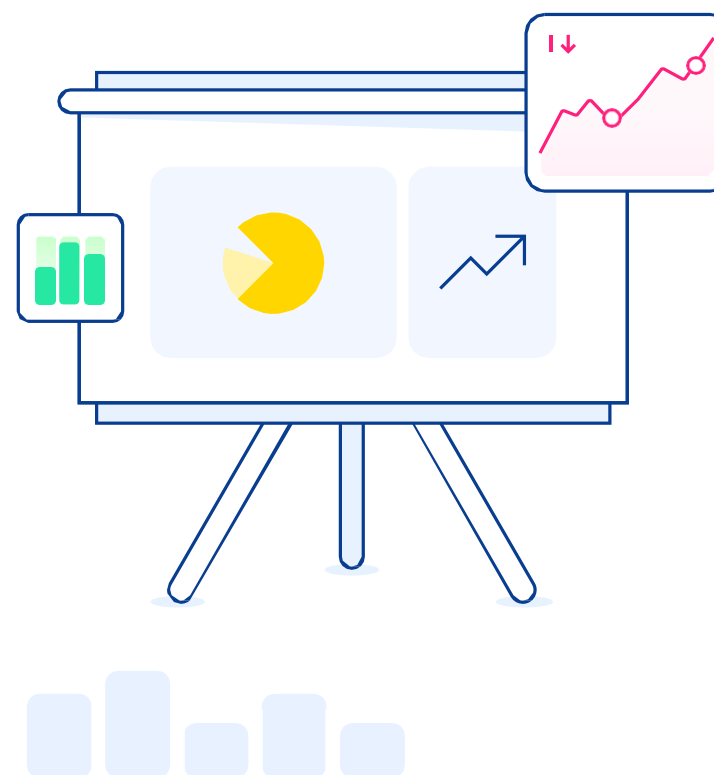
Savings for the NHS, market share for you.

Identify cost-effective brand switches for the NHS, while increasing revenue. Budget impact modelling to target integrated care boards (ICBs) where switching to your cheaper, bioequivalent brand could significantly impact costs.

Pharmly® Budget Analyser



The app helps you clearly show the benefits of switch saving, with actionable insights for strategic and business development.



Maximise impact

Flexible and intuitive, Pharmly Budget Analyser helps identify high-priority ICBs and quantifies savings to support NHS objectives.

Boost revenue

Inform business development with accurate revenue forecasts tied to brand switching strategies.

Improve planning

Model prescription switches over time and adjust for percentage uptake to refine your approach.

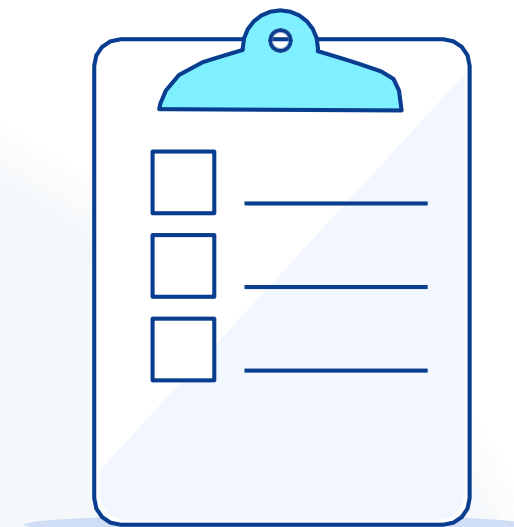
Streamline your
portfolio strategy

Your one-stop-shop for
building smarter, data-driven
business cases, with no more
switching tools or hunting
for information.

Pharmly® Portfolio Assessment



This single page dashboard allows you to easily visualise and track business development opportunities for your portfolio launch pipeline.



Improve portfolio alignment

Streamlined and slick, Pharmly Portfolio Assessment allows you to assess and select products that align with your business goals.

Reduce risk

Make confident decisions using up-to-date, comprehensive market intelligence and thorough assessment.

Save valuable time

In the assessment phase – you focus on strategy, while Pharmly handles the data collation and updates – allowing you to track trends and anticipate shifts.

Achieve compliance,
optimise pricing,
sustain supply.

Gather feedback on market
dynamics using your daily
internal sales data
alongside open-source
prescribing data.

Pharmly[®] Pricing

Analyse market dynamics by scrutinising
brand prices to understand pricing trends
and where your pricing sweet spot lies.

Live and sharable customer views help you
partner with customers, while allowing for
instant decisions on prices and quantities.



Avoid penalties

Build trust by adhering to pricing regulations
while maintaining market competitiveness.

Strengthen ethical standards

Position your organisation as a leader in
ethical pricing practices, while achieving a
sustainable product supply.

Optimise pricing responsibly

Improve margins where market conditions
allow, without compromising on affordability.



Testimonials



Pharmly Analytics is invaluable

“Helping us analyse trends and performance of our existing products, Pharmly Analytics provides insights into what products we might seek to develop and launch in the future.”

David Wright, Chief Business Officer, Kent Pharma

Driving our data-driven strategies forward

“The access to data and the extra insights provided by their customer dashboard are both actionable and transformative, allowing us to optimise our efforts.”

Julie Worth, General Manager UK, Grindeks

The Pharmly suite of apps are a must-have

“Pharmly helps us to be at the forefront of finding opportunities within or outside our product portfolio It’s simple and intuitive to use, easy to understand and navigate.”

Lakhveer Sahota, Eclosix

Intrigued? Book a demo!

If you would like to see the Pharmly ecosystem in action, understand more about our subscriptions and pricing, please [get in touch](#) with us via info@analytichealth.co.uk





Thank you