



# NEWPORT US MARKET SHARE MODULE

DEEPER INSIGHT INTO THE WORLD'S LARGEST PHARMACEUTICAL MARKET

## GET A QUOTATION

To learn more about our optional modules that increase the power and value of *Newport Premium* and *Newport Global*, please visit [science.thomsonreuters.com/info/sales](http://science.thomsonreuters.com/info/sales)

## HOW YOU BENEFIT

- Integrates seamlessly with your *Newport Global™* or *Newport Premium™* data
- Quarterly updates so you have the latest information
- Comprehensive training and technical support so you get the most value from your subscription

## WHERE YOU CAN USE IT

- Market Analysis
- Product Development
- Competitive Intelligence
- Business Development

## 10 YEARS OF US MARKET SHARE DATA BY MARKETER, FORM, AND STRENGTH

The *Newport US Market Share Module* covers 10 years of product market share history that can be analyzed by dose form, strength, marketer, and brand vs. generic. This module integrates seamlessly with *Newport Global* or *Newport Premium* base systems, considerably enhancing the visibility of industry dynamics and insight into the US pharmaceutical market.

For more than 2,000 products, current information concerning the most frequent diagnosis and co-prescribed drugs, plus demographics including total population, male/female ratio, number of days supplied, and average annual payments are available. Current market share data for each product can be viewed by the number of dispensed units or prescriptions and as percentages or base figures by dose form, strength, marketer, and generic vs. brand split. History is available for 10 years and may be compared with up to five drugs competing in the same diagnosis code.

The *Newport US Market Share Module* is an optional subscription module that may be added to your *Newport Premium* or *Newport Global* subscription for an additional annual charge.

Market share data are sourced from the *Thomson Reuters MarketScan® Research Databases*, the largest, de-identified, proprietary, claims databases in the US and used by payer, government, academic, and biopharmaceutical researchers to understand healthcare cost and treatment outcomes in the real-world of clinical practice.

## MARKET STRATEGY AND ANALYSIS

- Analyze how quickly generics penetrate the market
- See which company is dominating in products with many marketers
- Spot opportunities to compete for less crowded dose forms and strengths
- Understand the impact of authorized generics
- Anticipate future market behavior based on historical analysis

## PRODUCT DEVELOPMENT

Identify potential opportunities to develop new combination therapies or super-generics.

## COMPETITIVE INTELLIGENCE

See where your competitors stand – by product, therapeutic category, etc.

## BUSINESS DEVELOPMENT

Identify new product or licensing opportunities by form and strength.

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