

# The *in practice!* Series

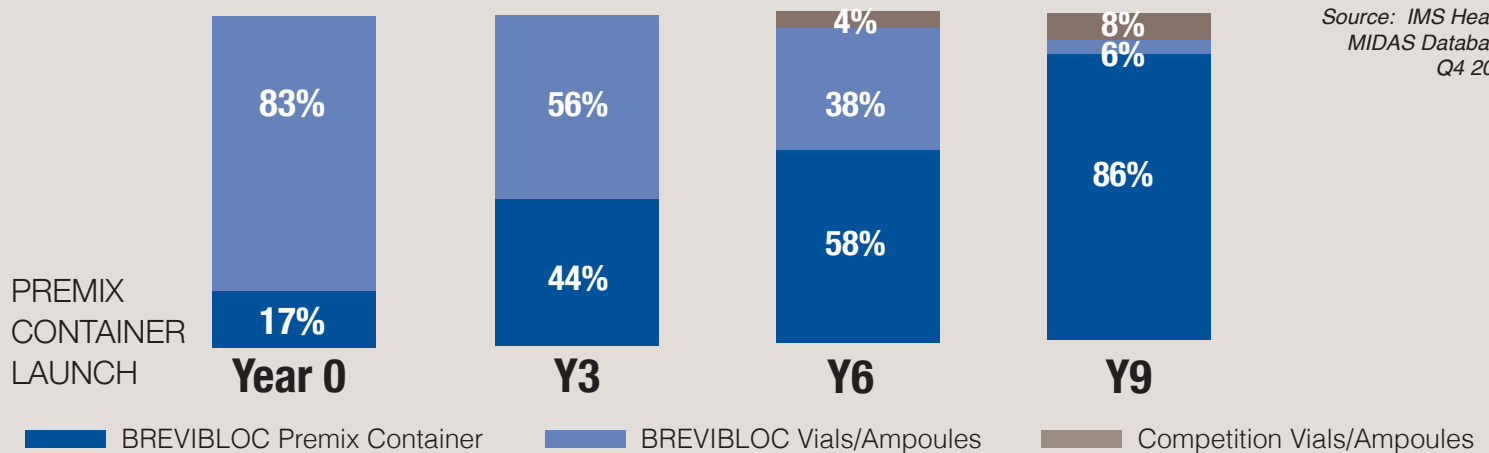
## Baxter's BioPharma Solutions: Solutions that work.

### Convenience You Can Count On - *in practice!*

**Baxter**

#### READY-TO-USE: SIMPLE, PRACTICAL, CONVENIENT

Situation	Administration of Baxter's BREVIBLOC (used in emergency cardiac care) required the pooling of multiple vials per dose. BREVIBLOC was facing patent expiry, and generic erosion was a concern.
Solution	Upon patent expiry in Year 0, BREVIBLOC was introduced in an INTRAVIA Premix Container System as a secondary delivery option, eliminating the need for time-consuming vial pooling.
Result	In Year 3, generics arrived on the market. The new, practical container format developed product preference that allowed BREVIBLOC to retain a significant portion of the market: by Year 6, BREVIBLOC held at 96% of the market, and by Year 9, BREVIBLOC still held 92% of the market, with steady sales of ~\$40mm annually.



Premixed formulations are very **practical**. They help to **reduce turnaround time** to reach the patient, **eliminate admixture errors** and **reduce waste**.

**BioPharma**  
Solutions