

The *in practice!* Series

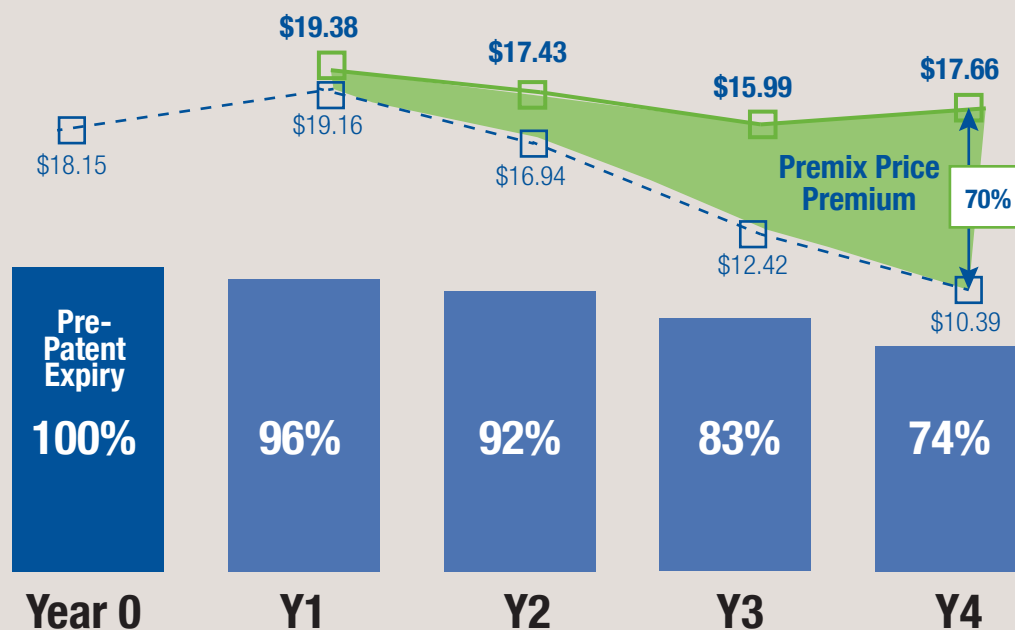
Baxter's BioPharma Solutions: Solutions that work.

Lifecycle Management - *in practice!*

Baxter

SUSTAIN MARKET PREFERENCE, POST-PATENT EXPIRY

Situation	A leading anti-infective was facing patent expiry and their marketing team was looking for a strategy to retain market share in a potentially crowded market.
Solution	The product was reintroduced in a GALAXY Frozen Premix Container System as a secondary delivery option.
Result	Even after three years, the frozen premix format has allowed this product to maintain 74% market share, and commands a 70% price premium over anti-infectives in a vial format.



Source: IMS Health, MIDAS Database, Q4 2012

Market Share, Post-Patent - ASP, vial (weighted) - ASP, Enhanced Packaging

Premixed medication in a flexible IV container can **extend your product's lifecycle** and support its market position by creating **sustainable differentiation** and a **profitable pricing strategy**.

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