

## Virtual Pharmaceutical Company Advantages

### Flexibility

The ability to evaluate and determine the most appropriate resources that match specific project requirements

### Range of Services

The virtual pharmaceutical model manages the entire scope of a given project from narrowly-focused initiatives all the way to programs involving the entire pharmaceutical supply chain from isolating the chemical isotope through the entire production process, sales, marketing, distribution and returns.

### Speed and Efficiency

The streamlined decision-making structure and model of virtual pharmaceutical companies promote faster clinical progress compared to the traditional drug company development pipeline.

### Cost Control

A lean management team, selective outsourcing and the absence of expensive fixed assets help reduce costs and increase revenue working with a virtual pharmaceutical company compared with the high overhead of the traditional business model.

## COLLABORATION ADVANTAGES: VIRTUAL VS. TRADITIONAL PHARMACEUTICAL COMPANIES

	Service Range	Decision-Making	Resource Allocation	Cost Control
 TRADITIONAL	Limited Services Based On Internal Capabilities	Bureaucratic Committees Cause Delays	Limited to Existing Facilities and Available Capacity	High Fixed Costs
 VIRTUAL	Multiple Services Across Pharmaceutical Supply Chain	Lean Management Promotes Efficiency	Flexible Solutions Based on Efficiency and Capacity	Low Overhead

  

	Therapeutic Area	Collaboration Options	
	Women's Health (4.2% annual growth - \$40.6 Billion Globally By 2020); Generic, OTC, Rx, Specialty; Range of Dosage Forms	In-Licensing; Acquisition; Product Development; Co-Marketing; Fee-For-Service; Profit Sharing	 VIRTUAL MODEL CREATES REAL ADVANTAGES!

## Infographic: Benefits Of The Virtual Pharmaceutical Model