





# COLLABORATION ADVANTAGES: VIRTUAL VS. TRADITIONAL PHARMACEUTICAL COMPANIES

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



	Therapeutic Area	Collaboration Options	 <p>VIRTUAL MODEL CREATES REAL ADVANTAGES!</p>
	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	