







Case Study | Par Pharmaceutical

Identifying and evaluating new products to rise above the competition

Before using Cortellis Generics Intelligence™ Par Pharmaceutical spent considerable time and expense gathering and analyzing data from multiple sources, so it turned to Cortellis Generics Intelligence because it provides the whole package by integrating market performance, patent and manufacturing data in a single source.

By accessing timely and reliable product intelligence – including sales, launches, therapeutic areas, dose forms and technologies – in just a few clicks via customizable searches, Par Pharmaceutical has been able to:

-  quickly and accurately identify a shortlist of potential portfolio candidates,
-  recognize potential barriers to market entry,
-  accurately identify potential APIs, finished doses and manufacturers,
-  track and monitor the launch, API development and patenting activities of competitors worldwide,
-  reduce the expense of gathering and analyzing data from multiple sources and
-  save two to three hours per week due to increased productivity.

"We have had [Cortellis Generics Intelligence] for over 15 years. With competition at an all-time high you need a place with direct information in one spot: Patent IV litigation, API, sales data, etc. This makes a great starting point for product selection."

**Nicole Pace,
Business Development and Licensing,
Par Pharmaceutical Companies, Inc.**

For more information on how Cortellis Generics intelligence can help you grow your business and stay ahead of the competition visit our website at:

clarivate.com/genericsintelligence

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This case study is based on a February 2020 survey of Newport (now know as Cortellis Generics Intelligence) customers by a third-party research service.