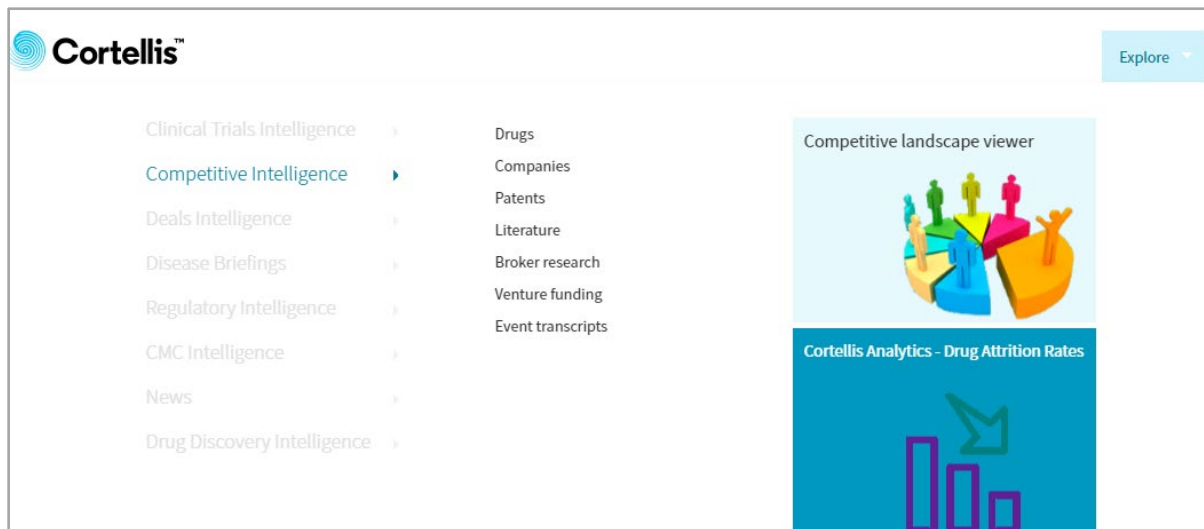


# Cortellis Competitive Intelligence

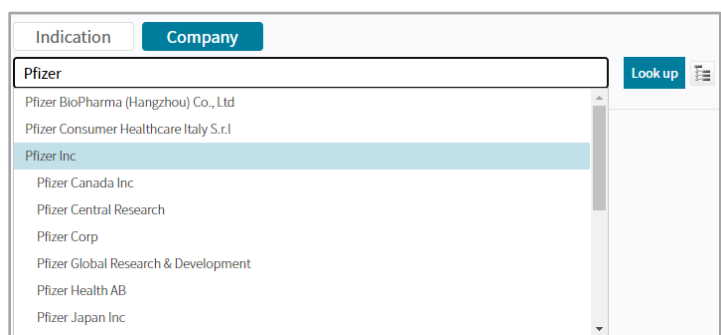
## Uncover why competitors' drugs have failed

Get a real-time overview of drug attrition and reasons for discontinuation with the powerful Cortellis Drug Attrition Rates analytics tool.

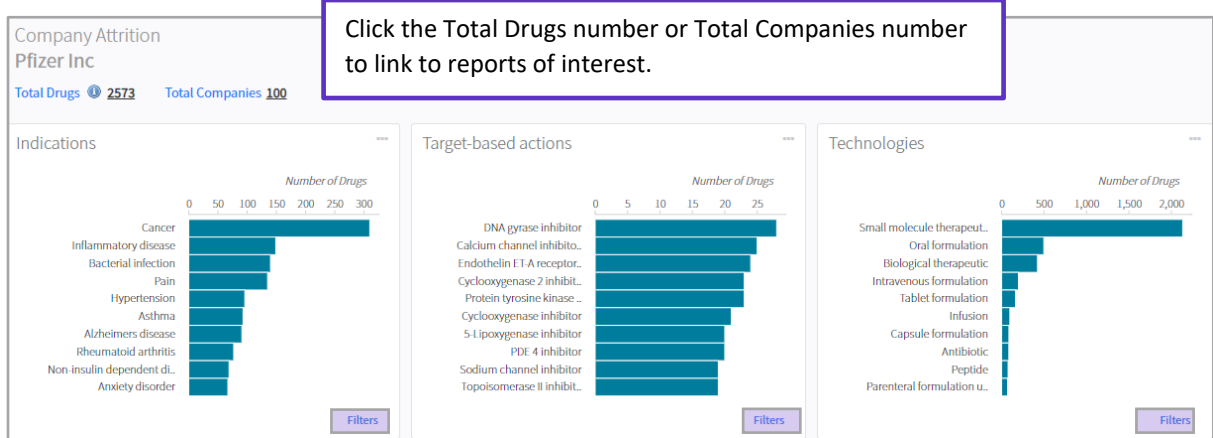
1. Go to the **Explore** menu at the top of the Cortellis screen, move your mouse over **Competitive Intelligence** and click on the **Cortellis Analytics - Drug Attrition Rates** picture.



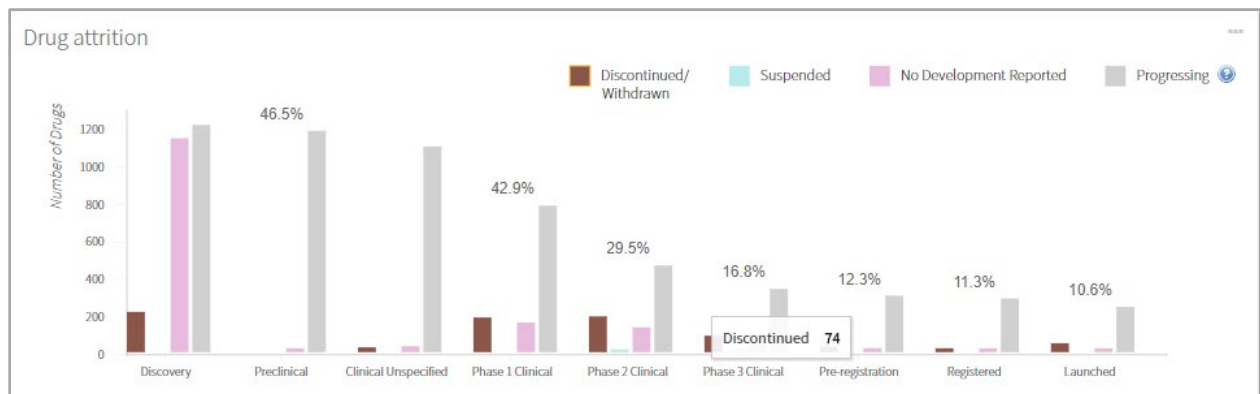
2. Select the type of keyword you want to search: **Indication** or **Company**. Look up your term of interest and choose from the suggestions.



- For this example, Company Attrition charts are displayed. Use Filters to refine the analysis by indications, target-based actions or technologies if desired.

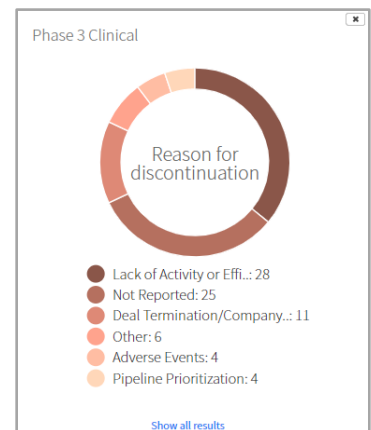


- The Drug Attrition chart shows you how many drugs progressed successfully and how many failed in each phase. Hover over a bar in the chart to reveal detailed information including the count.



- If candidates or products failed, you can discover for what reason. In the previous chart click one of the **brown bars**. The Reason for discontinuation chart will appear highlighting for what reason drugs failed in that phase.

For further details click on any of the pie segments.



For more information contact Customer Service at [LS Product Support](#)