



## Entering the United States generics market

**Korean biopharmaceutical Celltrion aims to strengthen its position as a global generics pharmaceutical company and enter the United States and global tender markets by developing generics and incrementally modified drugs (IMDs).**

### Challenge

The company did not have the reliable data needed to make accurate decisions and spent considerable time and expense gathering and analyzing data from multiple sources.

### Outcome

To overcome this challenge, it turned to Cortellis Product Intelligence™ because of its timely, reliable and independently validated content.

2018 marked an important milestone for Celltrion as they obtained 505(b)(2) NDA approval for Temixys, the first IMD for HIV to be approved by the FDA. Since then the company has continued to grow its generics business by obtaining other FDA approvals.

By providing crucial insights, including U.S. market share data, Cortellis Product Intelligence has helped Celltrion grow its generics business by:



**Cutting costs**

Reducing the expense of gathering and analyzing data from multiple sources.



**Saving time**

Reducing the workload for generic portfolio selection.



**Tracking competition**

Helping the company monitor its competition.



**Tracking loss of exclusivity**

Providing insight as to when drugs can become generic.



**Boosting productivity**

Saving more than five hours per week in increased productivity.

**"When we plan the generic portfolio to enter U.S. and E.U. market, we survey information on Cortellis Product Intelligence. Then we can make the decision whether we should develop or not."**

Seungryum Kim,  
IP Analyst, Celltrion, Inc.

For more information on how Cortellis Product Intelligence can help you anticipate market opportunities visit:

**[clarivate.com](https://clarivate.com)**