



**VacZine Analytics<sup>®</sup>**

Bringing life to vaccine strategy...



**MarketVIEW<sup>™</sup>**

**Product Information Brochure**

Autumn 2010

## The importance of new vaccines

Today's healthcare company has to move more quickly than ever. Business models are changing rapidly as companies scramble to source innovation and maintain a value-driven portfolio.

Over recent years large pharmaceutical companies have turned their attention to vaccines and biologicals in an effort to diversify and counter revenue loss from generization. Although yearly revenues from vaccines are a small percentage of the overall pharmaceutical market, growth rates are impressive with many more blockbuster vaccines forecast to reach the marketplace.

At **VacZine Analytics** we recognize the strength of this new business dynamic. We also recognize the power of vaccination to alleviate the burden of disease. Our aim is to provide high quality disease and commercial analysis to those working within or in collaboration with the vaccine industry. **VacZine Analytics** focuses on products and services to help clients build the case for developing new vaccines.



All assumptions sources and methodology used to construct MarketVIEW are clearly tabulated giving maximum client transparency...

## What is MarketVIEW?

**MarketVIEW** is a comprehensive model based in Microsoft Excel®, which leverages upon the commercial analysis provided in the related **OpportunitySCAN** range. The product provides a population-based value (\$) / volume (mio doses) 10 year forecast across relevant markets for the chosen new vaccine product concept under review.

All assumptions, sources and methodology used to construct **MarketVIEW** are clearly tabulated giving maximum client transparency. New product pricing and penetration estimates arise from "in house" expertise in vaccine forecasting and opinion leader validation.



## How can MarketVIEW help you?

**MarketVIEW** provides valuable support to ongoing client efforts to quantify the commercial potential of both internal and external new vaccine programs.

Clients can compare **MarketVIEW** assumptions with their own and easily make adjustments for sensitivity analyses.

Some example client situations where **MarketVIEW** can help:

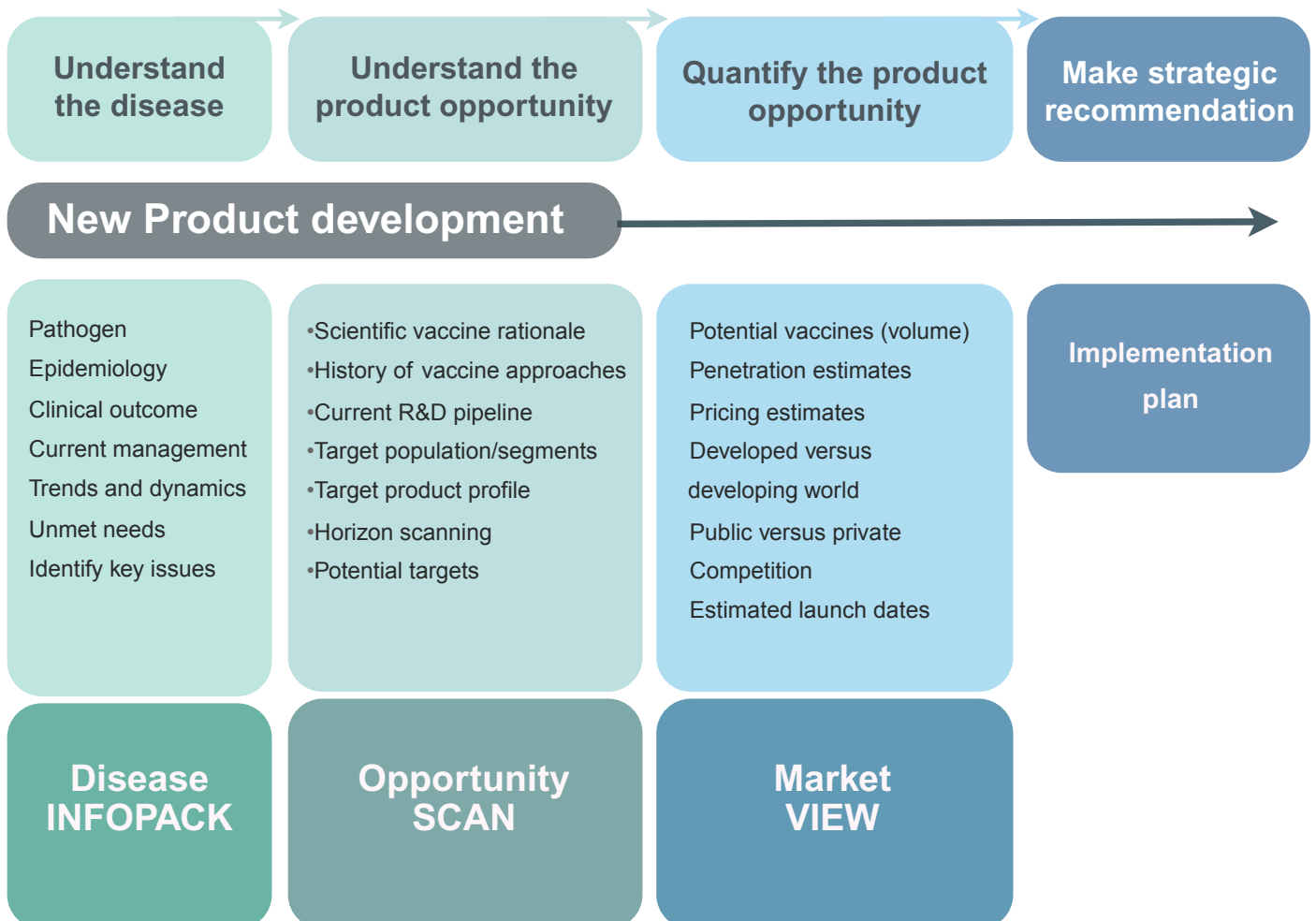
- *Rapid assessment of external R&D vaccine potential to support sudden business development and licensing initiatives*
- *External validation of client forecasts giving in -creased confidence to internal audiences*
- *Providing different viewpoints on launch strategy, pricing and competitor dynamics within forecast timeframe*

**MarketVIEW** is designed to take a “rough estimate” and transform it into a more solid foundation

Vaccine Analytics		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
<b>Elderly &gt;65 yr</b>														
US				40,146	41,388	42,630	43,871	45,113	46,355	47,596	48,838	50,080	51,322	52,564
UK				10,239	10,463	10,687	10,910	11,134	11,358	11,582	11,806	12,030	12,254	12,478
Germany				16,869	16,913	17,057	17,201	17,345	17,489	17,633	17,777	17,921	18,065	18,209
France				10,541	10,635	10,729	10,823	10,917	11,011	11,105	11,199	11,293	11,387	11,481
Spain				7,945	7,822	7,700	7,578	7,456	7,334	7,212	7,090	6,968	6,846	6,724
Italy				12,157	12,333	12,509	12,684	12,860	13,036	13,212	13,388	13,564	13,740	13,916
Japan				28,748	28,622	28,496	28,370	28,244	28,118	27,992	27,866	27,740	27,614	27,488
<b>CDAD cases 000s</b>														
US	450	473	496	521	547	574	603	633	665	698	733	770	808	848
UK	51.6	54	57	60	63	66	69	73	76	80	84	88	93	98
Germany	83	88	92	97	101	106	112	117	123	129	136	143	150	157
France	52	55	57	60	63	67	70	73	77	81	85	89	94	99
Spain	39	41	43	46	48	50	53	55	58	61	64	67	71	74
Italy	61	64	68	71	74	78	82	86	91	95	100	105	110	115
Japan	145	152	160	168	176	185	194	204	214	225	236	248	260	272

[Return](#)

Clients can compare MarketVIEW assumptions with their own and easily make adjustments for sensitivity analyses.



## Published and Available Products

The following **MarketVIEW** products have been published and are available to order:

### Autumn 2010

**CAT No: VAMV001** – *Clostridium difficile*

**CAT No: VAMV002** – *Staphylococcus aureus*

**CAT No: VAMV003** – *Chlamydia trachomatis*

**CAT No: VAMV004** – Pre pandemic vaccines (H5N1)

**CAT No: VAMV005** – Chikungunya virus

**CAT No: VAMV006** – H1N1 vaccine (US forecast)

**CAT No: VAMV007** – H1N1 vaccine (Global forecast)

**CAT No: VAMV008** – Group B Streptococcus (GBS)

**CAT No: VAMV009** – *N.meningitidis ACWY*

**CAT No: VAMV010** – *Pseudomonas Aeruginosa*

**CAT No: VAMV011** – Japanese Encephalitis

**CAT No: VAMV012** – Nicotine Addiction\*

**CAT No: VAMV013** – Pediatric combinations

**CAT No: VAMV014** – Cytomegalovirus (CMV)

*Continued...*

**CAT No: VAMV015** – Norovirus

**CAT No: VAMV016** – *Herpes Simplex Virus*

**CAT No: VAMV017** – *Malaria*

**CAT No: VAMV018** – *Clostridium difficile (Emerging)*

**CAT No: VAMV019** – Yellow Fever

**CAT No: VAMV020** – Universal influenza vaccine

**CAT No: VAMV021** – Tuberculosis

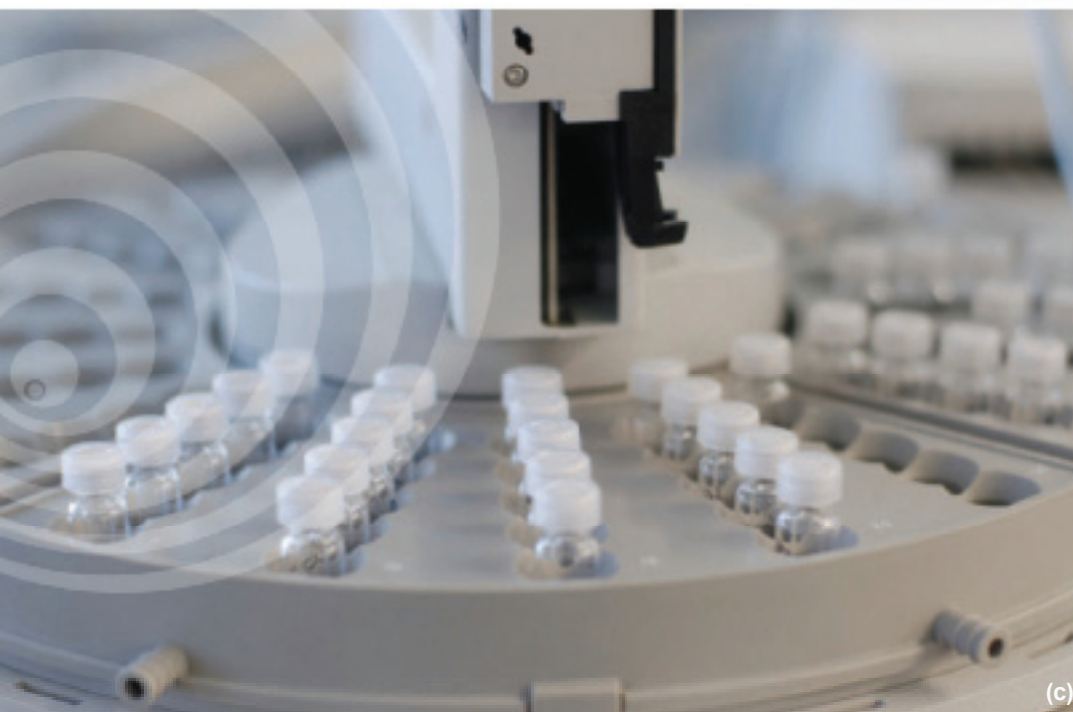
**CAT No: VAMV022** – Tick borne Encephalitis\*

**CAT No: VAMV023** – Dengue\*

**CAT No: VAMV024** – *Group A Streptococcus (GAS)*

**CAT No: VAMV025** – Respiratory Syncytial Virus (RSV)\*

*\*planned or currently in production*

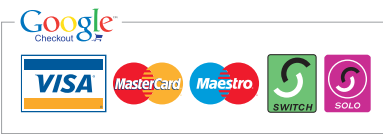


## How to Order

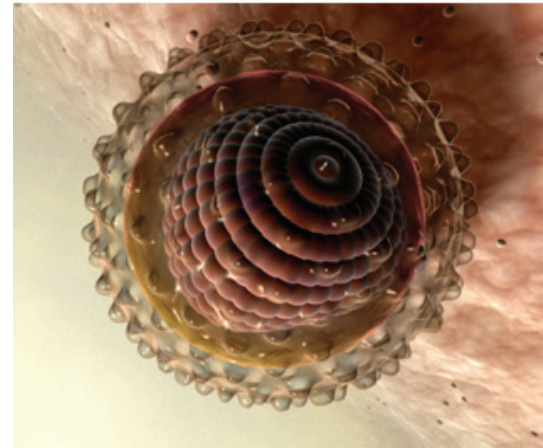
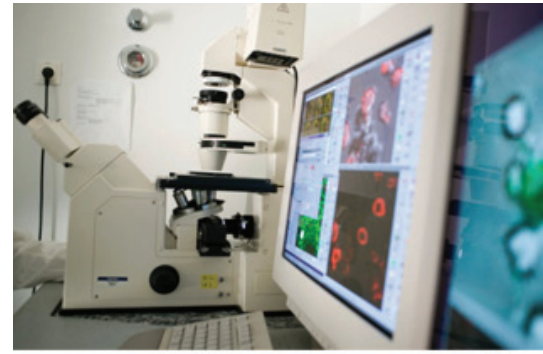
**MarketVIEW** along with our other **VacZine Analytics** products and services can easily be ordered by contacting us at:

[info@vacZine-analytics.com](mailto:info@vacZine-analytics.com)

Products can also be purchased on-line. Please review the **TERMS and CONDITIONS** of purchase.



**VacZine Analytics** products are supplied in portable document format (.pdf). Please visit [www.adobe.com](http://www.adobe.com)





## About VacZine Analytics

**VacZine Analytics is an established research consultancy based in the United Kingdom.**

We aim to provide high-quality disease and commercial analysis to those working within or in collaboration with the vaccine industry.

With our product lines:

DiseaseINFOPACK™

OpportunitySCAN™

MarketVIEW™

ExpertREACT™

VaccineSTATS™



Our key focus is helping clients build the case for developing new vaccines.

**VacZine Analytics (R)** is a trading division of Assay Advantage Ltd, UK Company Number: 5807728

**VacZine Analytics (R)** and “the spiral logo” are UK Registered Trademarks, 2009

## TERMS and CONDITIONS:

**VacZine Analytics** supplies products and services according to our standard **TERMS and CONDITIONS**.

Individuals wishing to know further details should e-mail us or visit our website: [www.vaccine-analytics.com](http://www.vaccine-analytics.com)

All invoices are to be paid **28 days** after receipt of initial invoice.



# VacZine Analytics<sup>®</sup>

Bringing life to vaccine strategy...

[www.vacZine-analytics.com](http://www.vacZine-analytics.com)

Warren House  
Bells Hill  
Bishops Stortford  
Herts  
CM23 2NN  
United Kingdom  
Tel. +44 (0) 1279 654514  
e-mail: [info@vacZine-analytics.com](mailto:info@vacZine-analytics.com)