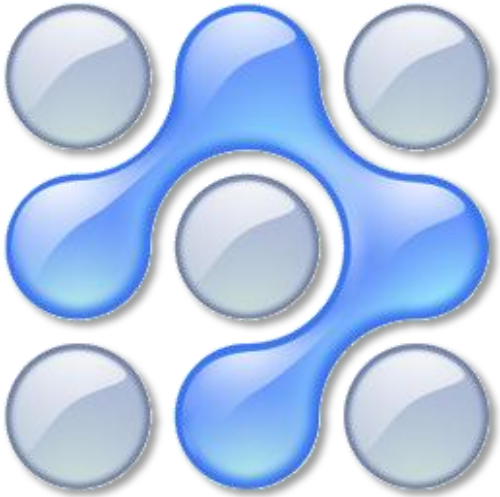
PUKKA
Genuine, Verified & Complete!

Forecasting the demand of a new drug:

Drug Analog Based Forecasting Tool



U.S. Market Data

Drug Analog Based Forecasting

Forecasting the demand of a new drug is tricky because it has no history/historical commercial data that can be used to predict the future. Analogs play an important role in helping the forecast teams build a forecast model to estimate the sales of the new drug.

What is a Drug Brand Analog?

Drug brands already available in the market that are similar to the product of interest in terms of disease type (chronic/acute), order of entry into the market (by treatment and drug class), efficacy rate, dosage form, dosing, route of administration, drug class, side effects, contraindications, safety, drug cost per day, days of therapy, sales data (historical and forecast) etc.

Selecting the Right Drug Brand for Analog Based Forecasting

Screening a right brand drug for analog based forecasting for your drug of interest is a challenging and time consuming task. Also, it is almost impossible to find analogs that match the product of interest in all of these parameters. The solution is to study several analogs on common attributes in order to create a forecast model for a new product.

The prime objective of this tool is to help our clients get instant access to qualitative and quantitative (sales data for U.S. in millions) data for drug brands that they intend to study as analogs while forecasting new drugs.

PUKKA allows you to view drug brand's qualitative data under following 36 headings:

Brand	Contraindications	Drug Half Life In Hours	Cost per Day In USD
Molecule	Disease Severity Rate	Efficacy Rate	Adherence Rate
Disease Condition	Disease Prevalence Rate	Order of Entry by Treatment Option	Persistence Rate
Clinical Manifestation	Disease Incidence Rate	Order of Entry by Drug Class	Reimbursement Status
Treatment Type	Orphan Designation	Approval Month/Year	Current Ownership
PRN Status	Pharmacologic Class	Launch Month/Year	Clinical Trials Count
Disease Category	Fixed Dose Combination	Patent Expiry Month/Year	
Indication	Formulation Type	Line of Therapy	
Indication Specificity	Dosage Form	Dosing Frequency	
Side Adverse / Effects	Route of Administration	Days of Therapy	

PUKKA allows you to search relevant analog brands by selecting multiple options mentioned below:

- Disease Condition
- Clinical Manifestation
- Treatment Type
- PRN Status
- Disease Category
- Indication
- Formulation Type
- Dosage Form
- Disease Severity Rate
- Disease Prevalence Rate
- Disease Incidence Rate
- Orphan Designation
- Pharmacologic Class
- Fixed Dose Combination
- Dosing Frequency
- Drug Half Life In Hours
- Efficacy Rate
- Order of Entry by Treatment Option
- Order of Entry by Drug Class
- Approval Year
- Launch Year
- Route of Administration
- Cost per Day In USD
- Adherence Rate
- Persistence Rate
- Reimbursement Status
- Patent Expiry Year
- Line of Therapy
- Days of Therapy

PUKKA gives you access to 100 plus drug brands approved in U.S. from 2005 up to 2012 for single indication:

Arranon	Cervarix	Zelboraf	Synribo	Onglyza	Trilipix	Tyzeka	Treximet	Qsymia	Kuvan
Gardasil	Folotyn	Zytiga	Xtandi	Kombiglyze XR	Adcirca	Veregen	Egrifta	Belviq	Chantix
Sprycel	Istodax	Bosulif	Zaltrap	Victoza	Effient	Isentress	Dificid	Stendra	Arcalyst
Vectibix	Halaven	Erivedge	Janumet	Levemir	Multaq	Prezista	Edurant	Banzel	Nplate
Ixempra	Jevtana	Cometriq	Januvia	Actoplus Met	Tyvaso	Complera	Firazyr	Kalydeco	Uloric
Tasigna	Provenge	Inlyta	Tradjenta	Ranexa	Tribenzor	Intelence	Cinryze	Dymista	Ampyra
Torisel	Erwinaze	Kyprolis	Jentadueto	Azor	Brilinta	Selzentry	Kalbitor	Stribild	Benlysta
Tykerb	Lazanda	Marqibo	Byetta	Letairis	Juxtapid	Veramyst	Gralise	Atripla	Myrbetriq
Sancuso	Xalkori	Perjeta	Symlin/Symlin Pen	Tekturna	Vascepa	Rotarix	Zipsor	Exjade	Aubagio
Arzerra	Yervoy	Picato	Bydureon	Cleviprex	Baraclude	Boostrix	Cambia	Naglazyme	Xeljanz

- **Every year our team adds drug brands to PUKKA's repository approved in consecutive years.**
- ***PUKKA displays only those drugs brands that have at least 3 years of historical sales data.***

Screenshots: Result pages & informative pages