Co-promotion and Co-marketing Agreements in Pharma, Biotech and Diagnostics, 6th edition

Executive Summary

Chapter 1 – Introduction

Chapter 2 – Trends in co-promotion and co-marketing dealmaking

- 2.1. Introduction
- 2.2. Difference between co-promotion and co-marketing deals
- 2.3. Trends in co-promotion deals since 2007
- 2.4. Trends in co-marketing deals since 2007
- 2.4.1. When co-marketing can be useful
- 2.4.2. When co-marketing is the only option
- 2.5. Pure deals and multi-component deals
- 2.5.1. Attributes of pure co-promotion deals
- 2.5.2. Attributes of co-promotion in multi-component deals
- 2.6. Reasons for including co-promotion options in a deal
- 2.7. Uptake of co-promotion rights
- 2.8. Co-promotion rights as bargaining chips
- 2.9. Aligning partners to make the co-promote work
- 2.10 The future of co-promotion as part of multicomponent deals

Chapter 3 – Overview of co-promotion deal structure

- 3.1. Introduction
- 3.2. Pure versus multi-component co-promotion deals
- 3.3. Pure co-promotion agreement structure
- 3.3.1. Example co-promotion agreements
- 3.3.1.a. Case study 1: GlaxoSmithKline – Allergan – September 2005
- 3.3.1.b. Case study 2: Cardinal Health – Bone Care – July 2004
- 3.4. Co-promotion rights as part of a wider alliance agreement
- 3.4.1. Example co-promotion option clauses
- 3.4.1.a. Case study 3: Novartis – Anadys – June 2005
- 3.4.2. Example co-promotion right clauses
- 3.4.2.a. Case study 5: Gilead – Achillion – November 2004
- 3.4.2.b. Case study 6: Merck – Ariad – July 2007
- 3.5. Embedded co-promotion rights enabling third party engagement
- 3.5.1. Example co-promotion clauses enabling third party engagement
- 3.5.1.a. Case study 7: UCB – ImClone – August 2005

Chapter 4 – Overview of co-marketing deal structure

- 4.1. Introduction
- 4.2. Co-marketing agreement structure
- 4.2.1. Example co-marketing agreements
- 4.2.1.a. Case study 8: Helix Biomedix – Body Blue Inc – November 2004
- 4.3. Co-marketing rights as part of a wider alliance agreement
• 4.3.1. Example co-marketing right clauses

Chapter 5 – Leading co-promotion deals

• 5.1. Introduction
• 5.2. Top co-promotion deals by value
• 5.3. Top co-promotion deals signed by bigpharma
• 5.4. Most active co-promotion dealmakers
• 5.5. Bigpharma co-promotion deal activity

Chapter 6 – Leading co-marketing deals

• 6.1. Introduction
• 6.2. Top co-marketing deals by value
• 6.3. Top co-marketing deals signed by bigpharma
• 6.4. Most active co-marketing dealmakers
• 6.5. Bigpharma co-marketing deal activity

Chapter 7 – Bigpharma co-promotion and co-marketing deals

• 7.1. Introduction
• 7.2. How to use co-promotion and co-marketing deals
• 7.3. Company co-promotion and co-marketing agreement listings
• Abbott
• Actavis
• Alcon Labs
• Allergan
• Amgen
• Apotex
• Astellas
• AstraZeneca
• Baxter International
• Bayer
• Biogen Idec
• Boehringer Ingelheim
• Bristol-Myers Squibb
• Celgene
• Cephalon
• Chugai
• CSL
• Daiichi Sankyo
• Dainippon Sumitomo
• Eisai
• Eli Lilly
• Forest Laboratories
• Genzyme
• Gilead Sciences
• GlaxoSmithKline
• Hospira
• Johnson & Johnson
• Kyowa Hakko Kirin
Lundbeck
Menarini
Merck & Co
Merck KGaA
Mitsubishi-Tanabe
Mylan
Novartis
Novo Nordisk
Nycomed
Otsuka
Pfizer
Roche
Servier
Shionogi
Shire
Stada
Takeda
Teva
UCB
Warner Chilcott
Watson

Chapter 8 – Co-promotion agreement directory 2007-2012

- 8.1. Introduction
- 8.2. Company A-Z
- 8.3. By therapy area
- Anaesthetics
- Cardiovascular
- Central Nervous System
- Cosmetics
- Dental
- Dermatology
- Gastrointestinal
- Genetic disorders
- Genitourinary
- Hematology
- Hormonal
- Hospital care
- Immunology
- Infectives
- Inflammatory
- Metabolic
- Musculoskeletal
- Oncology
- Ophthalmics
- Psychiatry
- Public health
- Respiratory
- Drug Delivery
- Diagnostic
- 8.4. By stage of development at signing
• Discovery
• Preclinical
• Phase I
• Phase II
• Phase III
• Registration
• Market
• Formulation

Chapter 9 – Co-marketing agreement directory 2007-2012

• 9.1. Introduction
• 9.2. Company A-Z
• 9.3. By therapy area
  • Anesthesia
  • Cardiovascular
  • Central Nervous System
  • Dental
  • Dermatology
  • Gastrointestinal
  • Genitourinary
  • Hematology
  • Hospital care
  • Immunology
  • Infectives
  • Inflammatory
  • Metabolic
  • Musculoskeletal
  • Oncology
  • Ophthalmics
  • Psychiatry
  • Public health
  • Respiratory
  • Drug delivery
  • Diagnostics
• 9.4. By stage of development at signing
  • Discovery
  • Preclinical
  • Phase I
  • Phase II
  • Phase III
  • Registration
  • Market

Appendices

• Appendix 1 – Co-promotion/co-marketing references
• Appendix 2 – Resources
• Appendix 3 – Deal type definitions
• Appendix 4 – Example co-promotion contract document
• About Wildwood Ventures
• Current Partnering
• Current Agreements
• Recent report titles from CurrentPartnering
• Order Form – Reports

TABLE OF FIGURES

• Figure 1: Definition of co-promotion and co-marketing
• Figure 2: Trends in co-promotion deal announcements, 2007-2012
• Figure 3: Co-promotion deals signed at each phase of development, 2007-2012
• Figure 4: Trends in co-marketing deal announcements, 2007-2012
• Figure 5: Co-marketing deals signed at what phase of development, 2007-2012
• Figure 6: Situations where co-marketing can prove useful
• Figure 7: Pure versus multi-component co-promotion deal announcements, 2000-2012
• Figure 8: Stage of development at which pure and multi-component co-promotion deals are announced 2000-2011
• Figure 9: Pure versus multi-component co-marketing deal announcements, 2000-2012
• Figure 10: Stage of development at which pure and multi-component co-marketing deals are announced 2000-2011
• Figure 11: Key components of a pure co-promotion deal
• Figure 12: Key components of a multi-component co-promotion deal
• Figure 13: Example deals where co-promotion options have been actively exercised, since 2000
• Figure 14: Issues in implementing co-promotion agreements
• Figure 15: Co-promotion agreements – what should a contract include?
• Figure 16: Components of the co-promotion deal structure
• Figure 17: Components of the co-marketing deal structure
• Figure 18: Top co-promotion deals by value since 2007
• Figure 19: Top co-promotion deals signed by bigpharma value since 2000
• Figure 20: Most active co-promotion dealmakers 2005-2011
• Figure 21: Bigpharma – top 50 – co-promotion deals 2007 to 2012
• Figure 22: Bigpharma co-promotion deal frequency - 2007 to 2012
• Figure 23: Top co-marketing deals by value since 2000
• Figure 24: Top co-marketing deals involving bigpharma by value since 2000
• Figure 25: Most active co-marketing dealmakers 2005-2011
• Figure 26: Bigpharma – top 50 – co-marketing deals since 2007
• Figure 27: Bigpharma co-marketing deal frequency - 2007 to 2012
• Figure 28: Online partnering resources
• Figure 29: Deal type definitions
• Figure 30: Co-promotion agreement between Allergan and MAP Pharmaceuticals, January 2011