

Astellas-NovaQuest Alliance Establishes Market Leadership Platform for Vesicare®.

Blockbuster Potential Unlocked Through Collaborative Teamwork

Astellas knew it had a blockbuster on its hands, but there was a challenge: The company didn't have the optimum number of sales representatives in the UK to help the new drug reach its full sales potential.

How did Astellas' treatment for overactive bladder (OAB) become the number two brand in 2008?

It all began in 2004, when Toyko-based Astellas received approval from UK regulatory authorities for Vesicare, a new treatment for overactive bladder (OAB). With an estimated patient population of 50 million or more OAB sufferers in Europe, North America and Japan, total worldwide sales were projected to hit 100 billion yen (about US \$1B). Astellas knew it had a blockbuster on its hands, but there was a challenge: The company didn't have the optimum number of sales representatives in the UK to help the new drug reach its full sales potential.

The clock was ticking.

Astellas needed more primary care sales representatives – more specifically, those of the highly qualified and motivated variety – and needed them fast. Options such as hiring representatives, co-promoting with another pharmaceutical company, or contracting a traditional outsourced sales force were deemed too slow, too difficult to manage, too risky or too expensive.

So to build an effective sales force, Astellas initiated discussions with Quintiles Transnational. Through Quintiles' managed partnership group, NovaQuest, a risk-sharing alliance was proposed that would quickly get an experienced sales team in the field. NovaQuest appointed the sales team from Innovex, its commercial solutions affiliate, to lead the effort. That team quickly aligned all territories with the Astellas teams, trained the sales force, and deployed the team on time. Today, the Vesicare team is beating its sales targets and establishing a market leadership position in the OAB market.

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Solution: Shared Vision, Close Collaboration, Shared Risk and Rewards

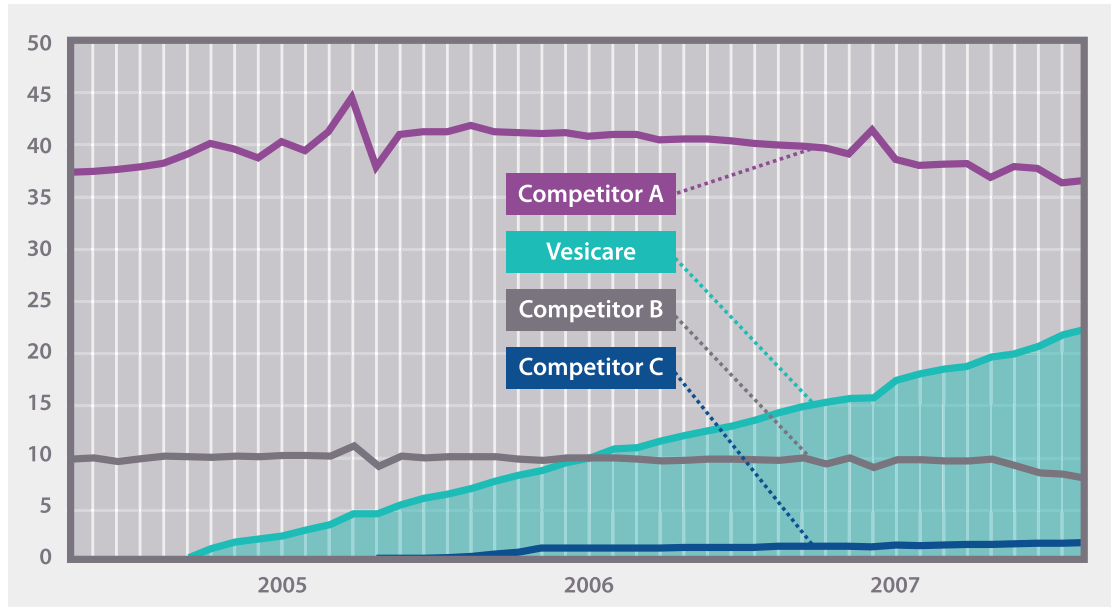
Through the unique partnering arrangement, Astellas and NovaQuest shared risks and rewards. The companies also agreed to fully integrate their respective sales teams, which generated strong local teamwork. At the strategic level, Astellas and NovaQuest formed a Joint Steering Committee with a shared vision for Vesicare that continues to drive this innovative partnership today.

Alliance Hits Competitors

During the three-year co-promotion alliance, Vesicare has significantly outperformed two other new competitors in the OAB market, established itself as the number two brand, and is working toward a market leadership position.



IMS Cash Market Shares



"Together with the Innovex Paragon team, we have achieved significant sales success with Vesicare. We have ongoing partnership programs focused on one goal – outstanding success."

> Amit Makwana, US Managing Director, Astellas Pharma

"NovaQuest has been delighted by the way in which the Innovex Paragon team fully integrated with Astellas. This collaborative approach has led to excellent teamwork, strong sales for Vesicare and an ongoing strategic partnership with Astellas."

> Colin Love, Vice President, Alliance Management, NovaQuest

Collaboration, Operational Excellence and a Continued Partnership Ensure Future Success

Joint business planning, by fully integrated and collaborative teams with a shared interest in sales and market share outcomes, will ensure the future success of Vesicare.

This joint focus on operational excellence has resulted in a highly motivated and satisfied sales team, which continues to thrive through the partnership's evolution. The alliance has clearly shown that:

- > The joint team is beating its sales targets.
- > Vesicare has displaced the number two brand and is set to become the market leader.

With strong alliance backing and an innovative sales program from NovaQuest, Vesicare is on its way to reaching blockbuster potential.

New Heights. Together.

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