

## **Biopharma Business Acumen**

*45-Minute Online Course*

*Level 1*

**Biopharma Business Acumen** was developed for those who need to better understand the unique considerations encountered by industry executives. The Oxford English Dictionary defines acumen as “the ability to make good judgments and quick decisions” and this course explores four areas in which good judgement and quick decisions can only be managed if one understands the basics of financing vehicles, intellectual property law, life cycle management choices, and drug pricing challenges.

### **Five Takeaways**

1. List the three basic financing vehicles used in the biopharma industry and when in the drug development process each financing vehicle is utilized.
2. Explain key patent concepts to determine if a claim is worthy.
3. Compare and contrast a supplemental new drug application and an abbreviated new drug application
4. List and explain the various strategies used by biopharma to extend a drug’s life cycle.
5. Discuss ways to strategically price a drug.

### **Agenda:**

**Basic Financing Vehicles** lists the basic financing vehicles used in the biopharma industry, describes when in the drug development process each of the vehicles may be utilized, and describes what investors and companies give and receive in each financing scenario.

**IP Management of a Cure** explains patents and exclusivity law, lists the criteria used by the USPTO to determine if a claim is worthy of a patent, and discusses key patent concepts.

**Life Cycle Management of a Cure** discusses the parts of a biopharma drug’s life cycle revenue curve from approval to off patent /exclusivity and lists and explains the various strategies used by biopharma to extend a drug’s life cycle.

**Pricing a Cure** reviews the factors involved in US drug pricing, lists drug price influencers, and describes ways to strategically price a drug product.