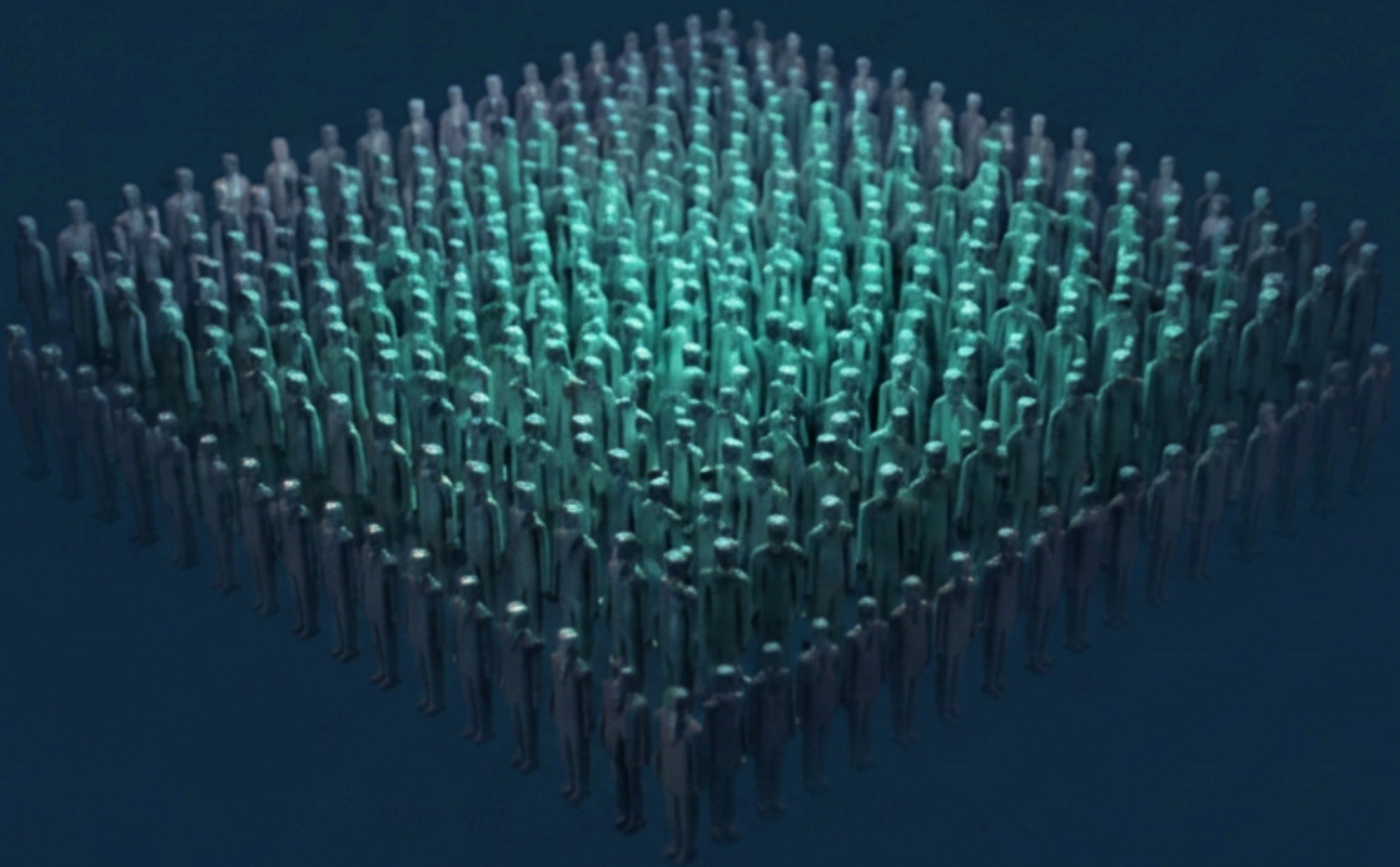


Aggregate market share is not a strategy



Market share tells you what happened.
Granular data tells you why.

Granularity creates actionability.

National share hides local variation

A 12% share nationally may mean 22% in tertiary centres and 4% in community hospitals.

22%

Tertiary centres

4%

Community hospitals

The average hides the barrier.



Hospital-level data changes the question

Which hospitals drive uptake? Which segments resist adoption? Where does formulary inclusion fail to convert?

Which hospitals
drive uptake?

Which segments
resist adoption?

Where does formulary
fail to convert?

Performance is local.



Prescriber-level patterns reveal leverage

A small number of clinicians may account for most volume. Similar untapped prescribers can be identified.

Top 15% of prescribers drive ~60% of volume

Not all prescribers have equal strategic value.



Competitor shifts need source-of- business context

Share gain may reflect formulary, guideline, switching or patient mix changes.

Formulary

Guidelines

Switching

Patient mix

The reason matters more than the number.



From launch monitoring to launch optimization

Market share, hospital data, pharmacy data and prescriber analytics create a decision system.

Market Share
Data

Hospital-Level
Intelligence

Pharmacy
Analytics

Prescriber
Patterns

Granular intelligence changes resource allocation.



Commercial intelligence needs depth

The right question is not only what changed, but where, why and among whom.

At what level of granularity is your commercial team operating in APAC?

Where are your APAC commercial blind spots?

#CommercialExcellence #MarketIntelligence #RealWorldData
#PharmaceuticalMarketing #SalesExcellence #APAC #LaunchStrategy



The challenge is no longer whether healthcare data exists.

It is whether the right evidence can be generated fast enough?

Yes, it can.

Aurumetrics supports pharmaceutical and life sciences teams with real-world data intelligence, strategic commercial insight and evidence generation.

GLOBAL MARKET FOOTPRINT

APAC-focused with evidence and data partnerships spanning:

China • Australia • Japan • South Korea • Taiwan • New Zealand

Additional support across the UK, EU, US, and other global markets on an ad hoc basis.

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