



TRADE MANAGEMENT

Maximizing product performance through Best in Class Trade Management and Operations

From launch planning through execution and commercialization, Two Labs partners with manufacturers to continuously monitor and manage key Trade Management metrics critical to their products' commercial success.

Trade is a critical function of organizational success, the key decision is to out source or in source trade management.

Two Labs Offers Best in Class Trade Operations



Predictive Forecasting



Wholesaler Order Management



Wholesaler In Stock Assurance



Improved Service Level



Pharmacy Out of Stock Resolution



3PL Coordination



Data Management & Reporting



Dedicated Team of Trade Experts

Manufacturers will have access to and be represented by a seasoned team of Trade executives.

For Manufacturers that have an existing Trade infrastructure, Two Labs is positioned to provide full Trade Management services or provide a trade operations platform that will provide best in class trade operations support for manufacturer's trade teams.



About Two Labs

Two Labs provides expert, integration services that eliminate barriers to product launch and provide strategies for continued market viability

For a free consultation call us at 614-389-4004 or email info@twolabs.com

TRADE MANAGEMENT

OUR PROCESS:



The Challenges

- ✓ Purchasing System Driven
- ✓ Multiple Distribution Centers Across U.S.
- ✓ Weekly Replenishment Cycles
- ✓ Financial Considerations / On hand inventory levels



Our Solution

- ✓ Proprietary Models
- ✓ Daily Analysis
- ✓ Immediate Action
- ✓ Account / Client Coordination
- ✓ Dedicated Analytic and Trade team



The Outcome

- ✓ Increased Service Levels
- ✓ Prevention of Lost Sales
- ✓ Patients receive their medication in the optimal time period.
- ✓ Real Time out of stock resolution down to the retail pharmacy level.

WHY INVEST IN A PARTNERSHIP WITH TWO LABS?

75+ YEARS COLLECTIVE TRADE EXPERIENCE



OUR TEAM HAS **KNOWLEDGE ON TAP** TO ANSWER THE HARD QUESTIONS AND EXPERTLY GUIDE YOU.



250+ LAUNCHES

NEW PRODUCTS AND TRANSITIONS



TEAM OF EXPERTS

Our team is comprised of industry professionals who are experts in their fields. Their expertise extends across a multitude of disciplines in the pharmaceutical industry, from licensing, compendia, and patient services, to channel strategy, finance, and more. We strive not only to be subject matter experts within disciplines but also in therapeutic classes.

WE ARE KNOWN FOR

Our reputation in the industry is that we understand the client's needs, provide a customized approach, and deliver the results they expect. According to Loyalty Research Center, Two Labs client loyalty was the highest they have seen among any of their B2B and B2C clients.

Source: Loyalty Research Center, August 2018, N=56, Updating research August 2020.

OUR CLIENTS

80% or more of our clients are launching their first drug



17+ YEARS

as a pharmaceutical industry leader

Launching products for manufacturers for over 17 years



FULL SUITE OF SERVICES

From evaluating channel strategies to obtaining proper licensures and building a patient program

We understand that patients are desperately waiting for the latest drug innovation and pharmaceutical leaders are anxiously getting ready to launch their new drug. The partnership you would experience with Two Labs is the highest our third party research vendor has ever seen from any organization.

At the end of the day we take care of our clients - doing what's right for them and their new drug.