

PRIORITY WORKSHEET

	Factor	Product X	Product Y	Product Z
Product	Narrow Indication	1		1
	REMS Program	1		
	Box Warning	1		
	NDA/sNDA Pending	1		
	Recent FDA/DDMAC Letter		1	
	Product Under Legal Hold Order		1	
Field Support Activities	Launched Within 18 mos.	1		
	Promotional Speakers >100 and /or Programs >350		1	
	Contract Sales Force Used			
	Use of HEOR Managers		1	1
	Co-Marketing or Co-Development Partner	1	1	
	Global Marketing of Product		1	
	High Level of IIT Activity	1		1
	Support by Scientific Liaisons	1	1	1
	High Level of MIRF Activity	1		1
Market Place	Current Sales/Market Share < Projected	1	1	
	>2 Competitive Products	1	1	
	Generic Competition	1	1	1
	Competitors With Broader Indications	1		
	Standard of Care does not Reflect PI	1		
	Use in Indications the FDA Did Not Approve	1		
	High Unmet Medical Needs	1	1	
	Product Purchased by HCP Office /Clinic	1		1
	Recent Reimbursement/Contract Change		1	
	Recent CIA with Competitive Product	1		
R&D Activity	Phase 3b-4 Studies in progress	1		1
TOTALS		19	12	8

Higher  
Priority

Medium  
Priority

Lower  
Priority