

Analysis of the biosimilar market and forming a database in a competitive intelligence unit within the purchase department *Klalit* health services

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This paper deals with the creation of a database of biosimilar drugs – generic versions of biological drugs – and mapping the products under development. The database will enable to achieve a current view of the market and to facilitate decision making in the intelligence unit of the purchase department (PD).

The work process included studying the *Klalit* organization with special focus on the competitive intelligence sub-unit within the PD, as well as getting familiarized with the drug industry and medical equipment from the PD point of view. To understand information needs in the field of competitive intelligence, it is essential to understand both the area in which the organization operates and the organizational unit. I further discuss the narrowing of information needs necessary for creating the biosimilar market database, i.e. managerial queue and questions already asked before. In this stage, there is a high significance to the interpersonal relationship between the manager and the intelligence representative.

Collecting the data is the longest stage in creating the database. It requires extensive searching, reading, and cross-checking multiple information sources with those existing inside and out of the organization. Cross-checking is also done with the collaboration of professionals. Additional questions arise in this stage regarding information needs, and further information collection is executed as well as prioritization of the topics and questions. After processing the information, an intelligence assessment was produced regarding the market penetration in Europe and in the U.S of new biosimilar drugs both in the short and in the long run. I attempted to predict the way they would affect the market. This paper's contribution to the organization is with establishing an up-to-date database that gives real-time information regarding the biosimilar market's products being developed. The database will keep updating according to the accumulating knowledge. Another aspect of this paper is emphasizing the importance of the competitive intelligence representative in the organization. The complex work process led me to the realization that converting the acquired information to viable data is the result of a deep understanding of the organization and its workers.