

Unlocking Portfolio Value in Canada

An Integrated Commercialization Framework for Global Biopharma

Executive Summary

Entering the Canadian pharmaceutical market requires a coordinated approach across regulatory, supply chain, and commercial functions. Globyz provides an integrated model that enables portfolio prioritization, reduces risk, and accelerates time-to-market.

The Challenge

Companies face uncertainty around product viability due to regulatory complexity, DEL/IOB requirements, pricing dynamics, and fragmented execution.

Globyz Approach

Globyz integrates regulatory, importation, GDP-compliant distribution, QA/PV, and market access into a unified commercialization strategy.

Case Study

A global pharma client evaluated 6 products. 4 were deprioritized due to regulatory and commercial barriers. 2 were advanced with full commercialization plans including regulatory pathway, distribution model, and ROI analysis.

Impact

Enabled faster decision-making, reduced risk, and supported successful out-licensing discussions in Canada.

Why Globyz

One partner from clinical to commercial. Faster, compliant market entry. Reduced complexity and enhanced asset value.