



## Indication

- Life Supporting or Life Sustaining
- Used in surgery or intensive care
- Used for a debilitating disease or condition
- Product with more than one indication



## Population

- Serves a large population
- Provides a small population with significant therapeutic value (e.g., orphan drug, CAR T)
- Part of a national stockpile



## Type Of Product

- Seasonal
- Rx or OTC
- Used for emergency events or a public health emergency



## Alternative Care

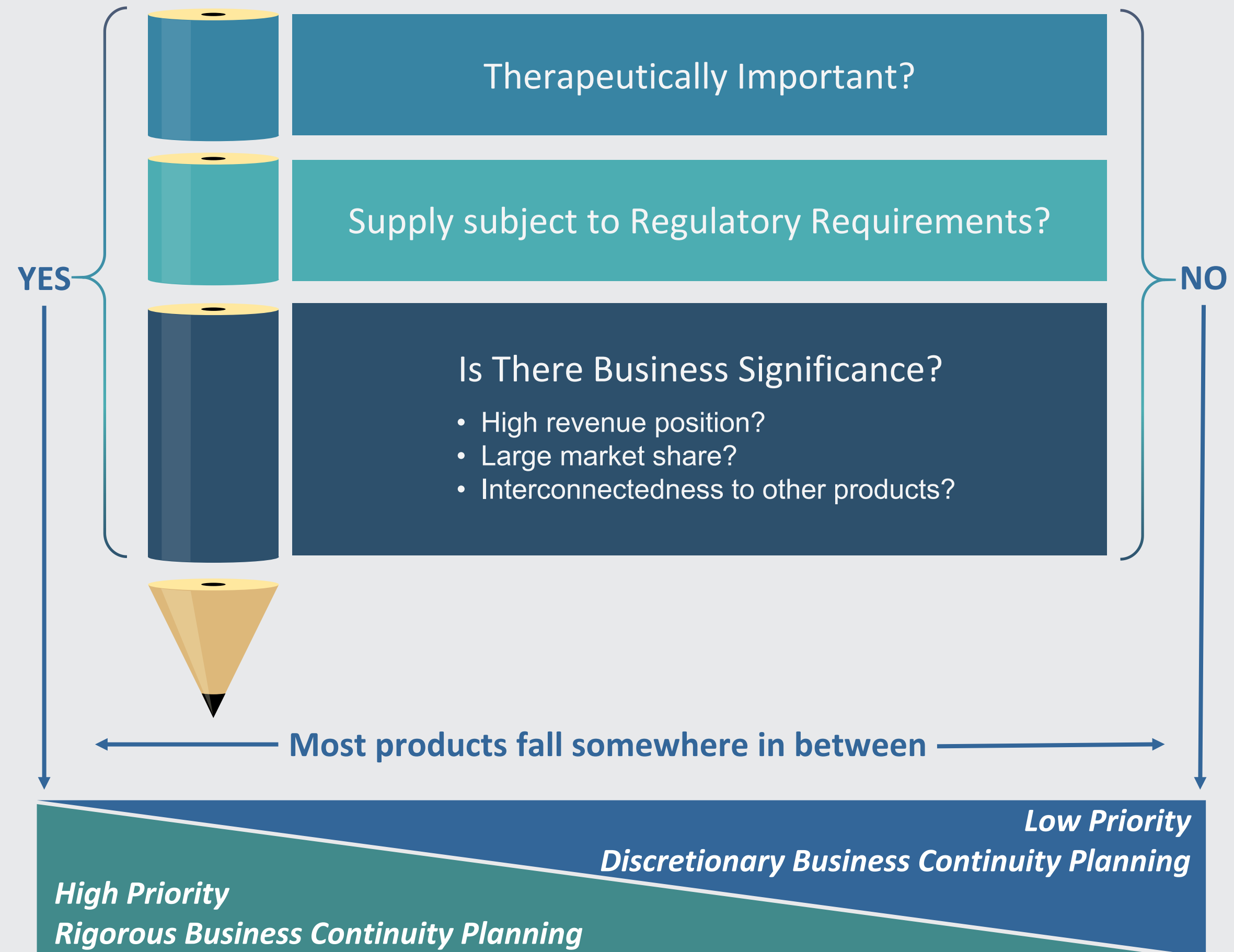
- First in class
- Alternate brand therapies
- Alternative older therapies (e.g., chemotherapy instead of biologics)
- Generic options



## Dosage Form

- IV used in a hospital or clinical setting
- Dose for pediatrics (e.g., oral suspension)
- Convenience presentation

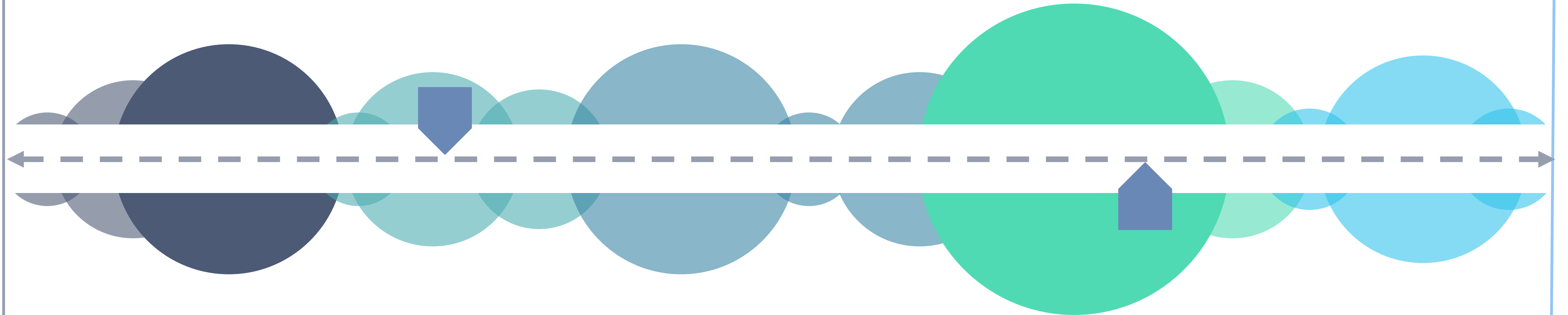
# Establish Product Priority



**REDUNDANCY/STOCKPILING**

**AGILITY**

**Adjust target based on product priority and identified risks**



*Traditional, pre-selected, well-defined  
Predictable, with expected outcomes  
More expensive*

*Multiple Options predefined, dynamic  
Flexible, potential for the unexpected  
More cost effective*

