

# Penthrox<sup>®</sup>: Unlocking our potential in Europe

November 2020

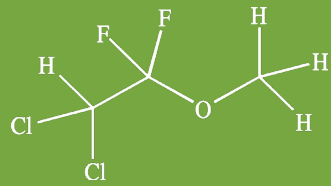


# Methoxyflurane and the Pentrox<sup>®</sup> product

A fast-acting inhaled analgesic for acute pain



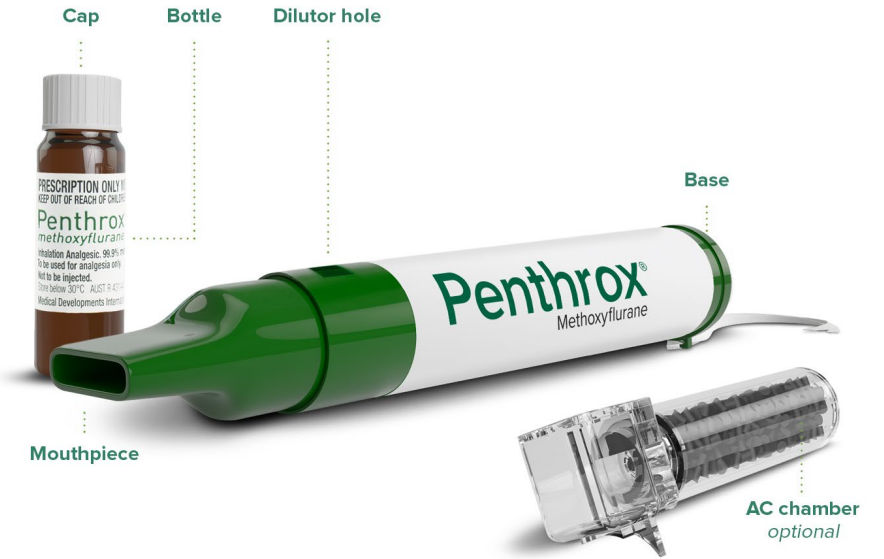
**Methoxyflurane** belongs to the fluorinated hydrocarbon group of anaesthetics such as isoflurane and sevoflurane<sup>1-4</sup>



Methoxyflurane structural formula<sup>1</sup> – a colourless mobile liquid with a fruity odour<sup>2,5</sup>



**Methoxyflurane** vapour provides analgesia when inhaled at low concentrations.<sup>5</sup>



1. Coffey F, et al. *Emerg Med J* 2014;31:613-618. 2. Grindlay J, Babl FE. *Emerg Med Australasia* 2009;21:4-11. 3. Kharasch ED, Thummel KE. *Anesthesiology* 1993;79:795-807. 4. Dayan AD. *Hum Exp Toxicol* 2016;35:91-100. 5. Pentrox (methoxyflurane) Approved Product Information 13 December 2019.

# Penthrox<sup>®</sup> has many benefits

Inhaled **needle-free** analgesic<sup>1</sup>

**Non-opioid**<sup>1</sup>

**Portable**, self administered device<sup>1</sup>

**Rapid** and **effective** pain relief within **6–10 breaths**<sup>1-4</sup>

Established safety profile of **>40 years**<sup>5</sup>

**Well tolerated**, with the majority of adverse events mild and transient<sup>1,2</sup>

Approved for use in **children** in Australia<sup>1</sup>



**Manufactured in  
Melbourne, Australia**

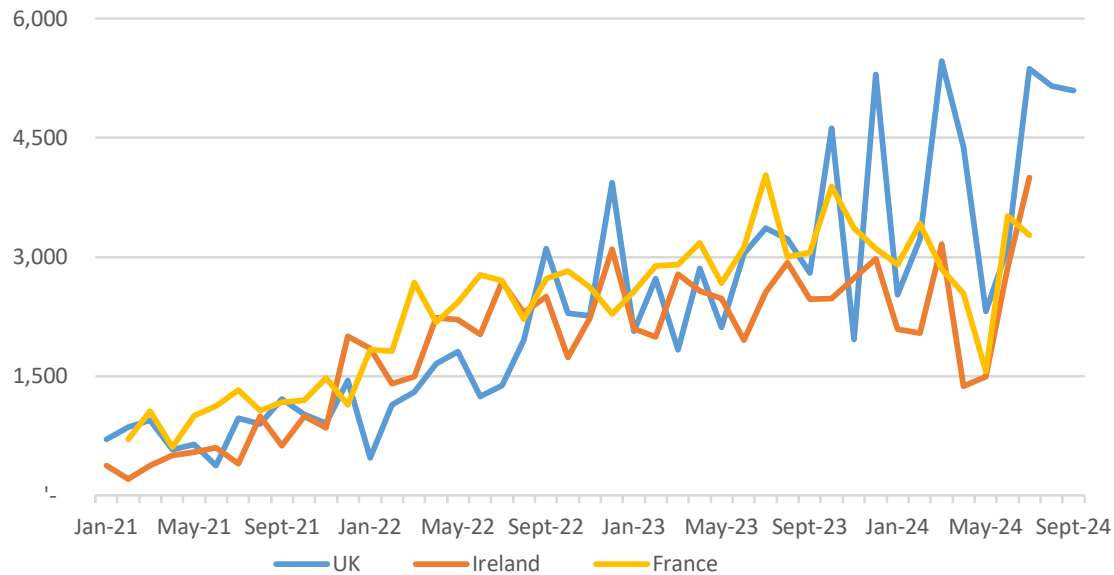


1. Penthrox<sup>®</sup> (methoxyflurane) Approved Product Information 13 December 2019. 2. Coffey F, *et al.* Emerg Med J 2014;31:613-618. 3. Grindlay J, Babi FE. Emerg Med Australasia 2009;21:4-11. 4. Penthrox<sup>®</sup> (methoxyflurane) Consumer Medicine Information February 2020. 5. Therapeutic Goods Administration. Database of Adverse Event Notifications – medicines. Accessed from: <https://apps.tga.gov.au/Prod/daen/daen-entry.aspx>. Accessed on 5 December 2019. 6. Dayan AD. Human and experimental toxicology, 2015

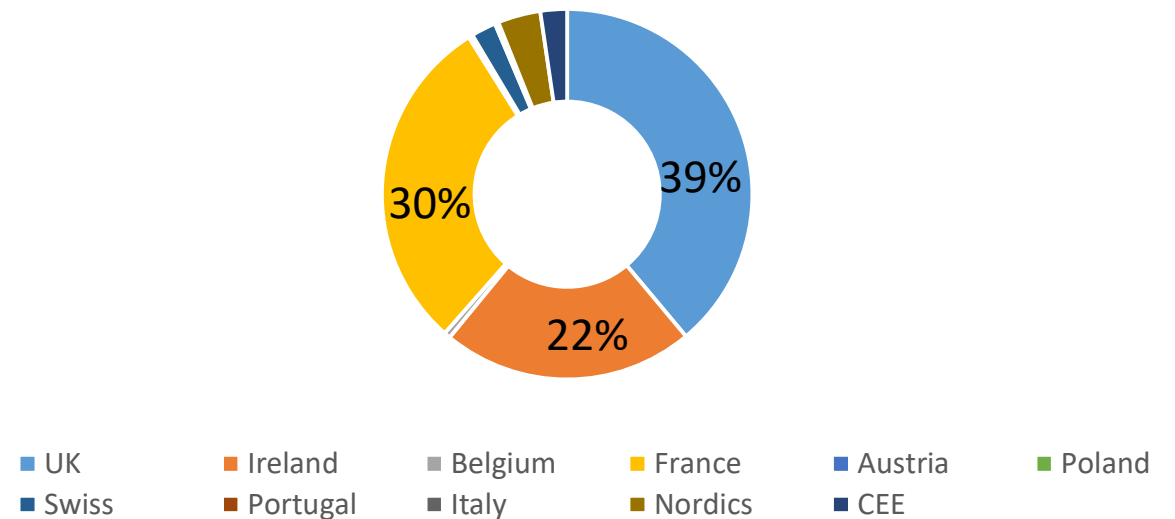
# Regulatory success in Europe has been followed by slow growth

More than 90% of sales are currently generated from 3 markets

Pentrox units sold

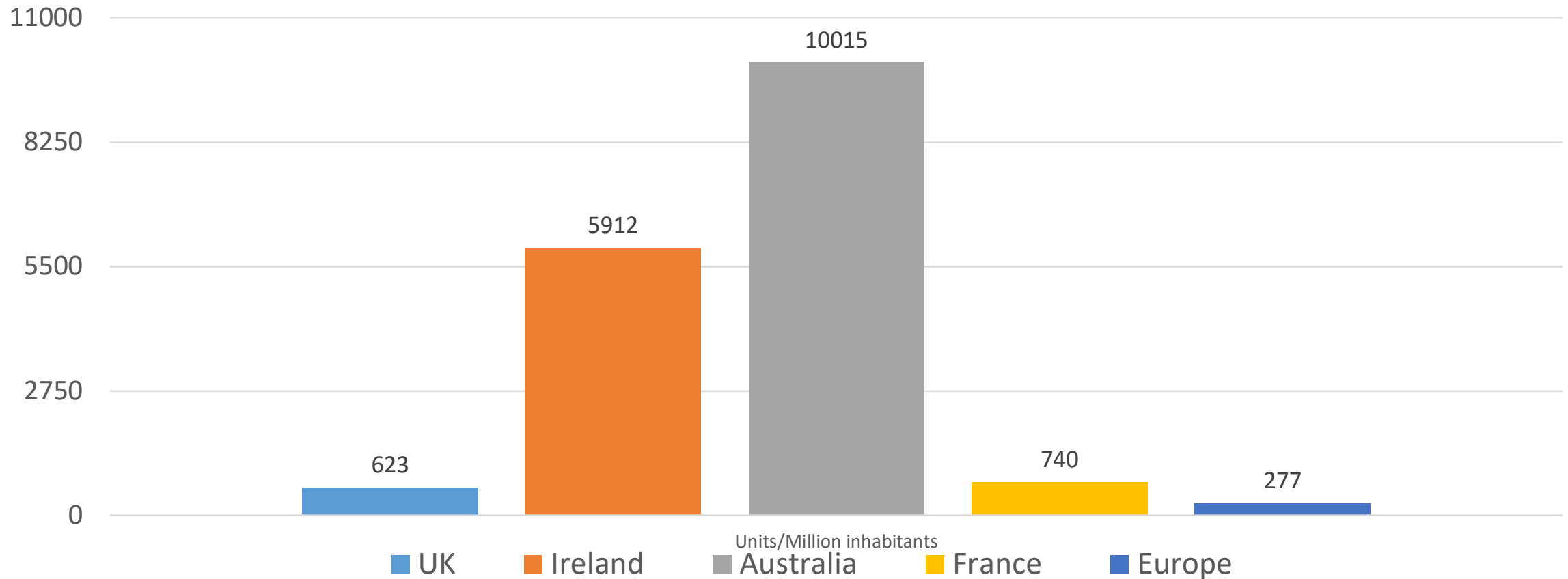


Country contribution (MAT Sep 2020)



# EU uptake has not matched Australian benchmark

Irish market leads the efforts, thanks to adoption by all Ambulance services



# The right strategy was not in place

Key findings after 3 years in the EU market

IN-hospital reimbursement was not the game changer

Use of medication in ER/Ambulance is protocol driven

A pan-European agreement resulted in a 'one-size fits all' approach

Penthrox<sup>®</sup> more expensive than standard of care

# Strategic change to unlock EU potential

## 4 recommendations to drive growth

Focus on lower entry barrier usage (Ambulance)

Get Pentrox on the protocols (national, regional, hospital)

Define a commercial strategy for each key market and implement a robust alliance management approach

Create awareness on cost benefit using pharmaco-economic data

