



Midway Consulting

Bridging The Gap Between Producer and Consumer

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midway

Description

In order to help amend the growing rift between the opioid industry and its consumers, Midway Consulting provides a solution to overprescription, unorganized distribution, and decreases the chance of possible addiction. Midway strives to provide efficient consultation in regards to established quotas, documentation, human relations, and legality issues.

Concept Statement

To provide consultation to both doctors and the opioid industry to ensure the reduction of opioid addiction in the United States of America.

Mission Statement

Our mission is to ensure the well being of prescribed opioid consumers by decreasing the risk of addiction.

Target Audience

- Demographics- Doctors and opioid industries.
- Psychographics- Those in conflict because of addiction rates and looking for new solutions to addiction. Those looking to improve public relations with the opioid industry.
- Indirect Market- Prescribed opioid consumers who do not wish to become addicted.

Revenue

- Our revenue will come from our consulting projects.
- A percentage of our revenue is based on hourly rates while there is a set rate for quotas, PR, both consults and quotas.

Possible Risks

- Service goes unused
- Our company could be dragged into lawsuits if consultations do not work
- Bad image if someone we represent has a client with addiction

Cost Structure

- 501(c)(3) organization
- Funded by federal grants, donations, and foundation partnerships

Marketing

- Contact law firms who deal with clients with opioid addictions
- Write doctors who prescribe opioids
- Send out research
- A social media presence

Sources



Research

- In 2020, the opioid industry is predicted to have a market size of 18.4 billion dollars (Grandview Research).
- 70,237 opioid related deaths and national emergency declaration (FDA)
- 92 billion MMEs were sold in 2000, but 250 billion MMEs were sold in 2010 (CBS)
- 45 states have taken legal action against opioid producers and distributors (CBS)
- The CDC estimates the total economic burden of prescription opioid misuse in the US is \$78.5 billion a year (NCBI)
- The United States has the largest amount of opioid prescriptions in the world (CFR)

U.S. opioids market size, by product, 2014 - 2026 (USD Billion)

