

Indication landscape & evolution analysis

Support long-range therapy area planning with rigorous and detailed analysis

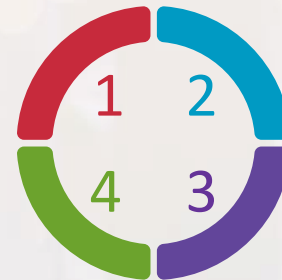


CLIENT NEED

Major US pharma Corporate Strategy group needed detailed market forecast insight to support a key Executive leadership strategic review workshop.

OUR APPROACH

- Developed data mapping schema
- Translated and integrated Evaluate therapy area definitions into client segmentation
- Assessed key therapy areas, growth drivers, products and competitors
- Contextualized the information and insights relative to the evolving industry landscape



OUTCOMES & VALUE

- Delivered 100 page detailed, client specific analysis of market trends delivered within 4 weeks
- Layered key messages on top of quantitative findings
- Concentrated and honed company's strategic portfolio planning
- Eradicated wasted effort and resources, which was very well received



SAMPLE DELIVERABLES

