

Competitive landscape evolution & outlook

Track competitor developments through ongoing regular customized reporting



CLIENT NEED

Competitor Intelligence team at a major European pharma sought a regular report on their therapy area, customized to ensure they did not miss critical events.

OUR APPROACH



- Designed a report template combining Evaluate Pharma data with external secondary research
- Conducted analysis focused on a core set of specific competitors defined by the client
- Identified and incorporated major catalysts and competitor movements shaping the landscape



OUTCOMES & VALUE

- Delivered a summary of recent developments with a forward-looking view of upcoming catalysts
- Expanded collaboration post first report to incorporate broader coverage
- Extended reporting to senior leadership, enabling them to be more proactive and insightful in their decision-making because they were better informed



SAMPLE DELIVERABLES

