

# INSPIRING BETTER HEALTHCARE ADVISORY SERVICES

## Advisory Services Center of Expertise (CoE)

### Delivering fact-based strategies that inform critical decisions across the clinical, medical and commercial lifecycle

How do you ensure that you make the right decisions for your early asset or pre-launch product? Ipsos' Advisory Services team has experience spanning discovery through to launch and post-launch markets. We offer solutions for biotechnology and pharmaceutical and medical device companies' key commercial challenges across the product lifecycle. By delivering relevant insights and strategic recommendations, our experts assist companies in determining the best investment, the best product and the best market for success.

We are engaged with clients across the commercial lifecycle:

#### Pharma

Key Commercial Challenges

##### PHASE I/II/ACQUISITION

###### Should we invest resources?

- Trials
- Acquisitions

###### Where should we place our bets?

- (Sub) Indications
- Therapeutic Areas

##### PHASE III

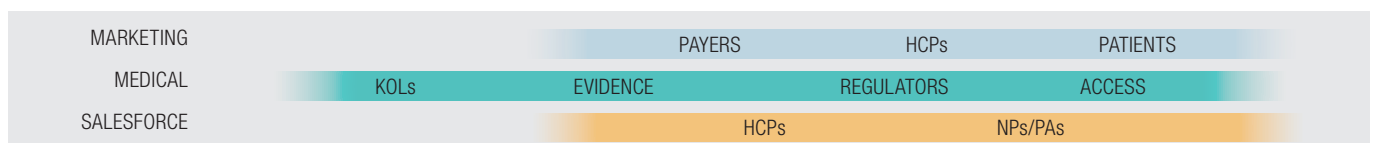
###### How should we launch?

- Who are our key targets?
- What is the best thing to say about our product to change hearts and minds?
- What channels are optimal?
- What is our pharmacoeconomic argument?

##### PHASE IV/IN MARKET

###### Are the strategy and tactics working as planned?

- Monitor the competitive environment.
- Are course corrections needed?
- What is our real-world evidence strategy?



#### Ipsos

Value Across the Lifecycle

##### 1. COMMERCIAL STRATEGY

- Demand Estimation
- Market Landscape Definition
- Forecasting
- Market Simulation
- Pricing and Access
- Pipeline Assessment
- Portfolio Planning

##### 2. LAUNCH EXCELLENCE

- Concept Development and Testing
- Segmentation
- Market Mapping
- Positioning
- Pharmacoeconomic Value
- Ad Development and Testing
- Channel Selection

##### 3. PERFORMANCE OPTIMIZATION

- Brand Equity Tracking
- Sales Force Effectiveness
- Message Recall
- Channel Optimization
- Patient Compliance and Support Program Evaluation
- LoE Planning
- Indication Extension Evaluation

## Ipsos' Advisory Services bring value across the lifecycle – from commercial strategy to launch excellence and performance optimization

Our seven core areas of expertise support fact-based strategies:



### Commercial strategy

Developing a competitive approach for products, franchises and portfolios to maximize market potential



### Market landscape

Understanding of the current market context for the diagnosis and management of a disease, customer and patient outlooks, as well as competitive threats and unmet needs



### Product assessment

Conducting evaluations across key dynamics – competitive positioning, market success and financial returns



### Lifecycle management (LCM)

Developing a success plan to maximize access, uptake and long-term revenues over the life of the product



### Acquisition due diligence

Assessing the attractiveness of a product or company based on market potential, financial outlook and competitive risk



### Forecasting and demand assessments

Understanding the potential for a product pre- or post-launch based upon a proprietary patient-based approach that models share and revenue



### Promotional mix

Evaluating trade-off decisions to maximize product sales with optimal marketing investments and spend allocations by markets and channels

We're ready to support your strategy across various time and event horizons – from early development to opportunity generation, to assessment and action. We can help refine your corporate vision and your go-to-market strategy. We're with you as you make strategic shifts to your business model, assess opportunities to expand/grow/divest or reposition for short- and long-term.

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### About the Ipsos Healthcare Service Line

Ipsos Healthcare partners with pharmaceutical, bio-tech and medical device manufacturers to inspire better healthcare. Operating in over 50 countries, our 1000+ experts support key business decisions for our clients throughout the commercial lifecycle, from early-stage strategy, to launch, to performance optimisation. We do this through a uniquely integrated combination of therapeutic and market expertise, gold standard real world evidence, and market-leading custom research approaches – all underpinned by a global footprint and unprecedented access to today's healthcare stakeholders.