

Ipsos Healthcare Advisory

*Transforming Healthcare Commercialization
with Actionable Insights*



Commercial Strategy



About

At Ipsos, commercial strategy is the art of determining the optimal path forward and in making evidence-based decisions that are built on rock solid information about today but focused on understanding what it will take to be successful tomorrow.

Ipsos' Five Key Disciplines of Commercial Strategy

Opportunity Assessment

Evaluation of the potential clinical and commercial differentiation of an asset through market landscape analysis, competitive intelligence, and/or forecasting

Gain a detailed understanding of the potential value for an asset within an indication

Indication/Asset Prioritization

Systemic assessment and prioritization of indications or portfolio assets to compare potential development paths

Infect value by framing the commercial potential and mapping out the route to market

Commercialization Strategy

Creation and execution of comprehensive go-to-market strategies that consider the needs of patients, providers, and payers to lay a foundation for planning and management

Make defensible 'Go/No-go' decisions on commercialization questions throughout the product lifecycle

Competitive Gaming

Strategic scenario simulation process that addresses the core challenges of understanding, anticipating, and preparing for competitive activity in the marketplace

Gain internal alignment on key competitive risks, advantages, and prioritize strategies to optimize competitive position

Search & Evaluation

Targeting of potential assets or companies to identify emerging opportunities for partnership, collaboration, or licensing

Help the organization meet its needs and strategic goals through exploration of commercial partnerships and opportunities

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