The Challenge.......

Ever increasing challenges of the Path to Market

The Bio/Pharmaceutical Industry faces many challenges today in successfully bringing new products to market. With few new products, stagnant markets, reduced health care budgets, and increasing brand and generic competition, Bio/Pharma companies are fighting an increasingly intense battle for market share and corporate survival.

These pressures for innovation at significantly reduced costs come at a time when there is a vast amount of scientific data available. Medicine Differentiation Analytics (MDA) Methodology transforms this vast data into repeatable, automated, and streamlined differentiation analysis within Disease Area for greater return on investment decisions across portfolios.

The Solution.......

Reflects True Differentiation

Describing how your medicine will be uniquely differentiated in the market so that it has the highest probability to be:
- ❑ Approved
- ❑ Paid For
- ❑ Prescribed
- ❑ Taken over all other alternatives

Is Customer Driven

Demonstrating how strongly your medicine addresses real unmet needs in the market for:
- ❑ Patients
- ❑ Prescribers
- ❑ Approvers
- ❑ Payers
- ❑ Caregivers

Monetizes Value across Portfolios

Providing the likelihood your medicine will bring the highest Return on Investment (ROI) over other alternatives in your portfolio.
- ❑ How *real* the opportunity is - that your medicine directly addresses a significant unmet need
- ❑ The likelihood your asset will *win* in the market against other alternatives
- ❑ The financial *worth* of the life cycle investment

Medicines Differentiation Analytics
Increasing Pipeline Returns
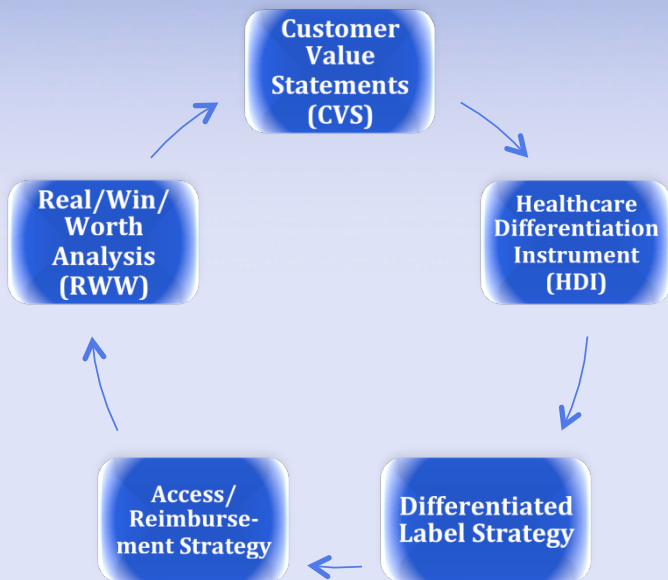
The Methodology.......

The MDA Methodology integrates the complex and dynamic network of scientific data into streamlined, automated and standardized analysis, Disease Area by Disease Area, converting unmet needs into measurable parameters used to highlight product differentiation.

For More Information:
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The System.......

MedifVu

Business Intelligence
- ❏ Automatically pre-populates data
- ❏ Recommends parameters
- ❏ Calculates scores
- ❏ Predicts outcomes
- ❏ Provides insight into competitive intelligence

Structured Process
- ❏ Five step process
- ❏ Standard executive reporting
- ❏ Error checking
- ❏ Customer needs linked to label claims

Insight Across Portfolio
- ❏ Analytics comparing across entire portfolio against differentiation and other scores

Central Data Base
- ❏ Global access
- ❏ Historical trends
- ❏ Benchmarking
- ❏ Competitor data by therapeutic classes

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