

Spectrum

Vital Intelligence for Pharmaceutical and Biotechnology Decision Makers



Decision Resources' Spectrum service identifies and analyzes the key business and technology drivers of the biopharmaceutical industry and helps you position your company for tomorrow's challenges and opportunities.

We know the issues that your company is being forced to consider: how do **you** grow a biologics (or biosimilars) pipeline? should **you** move toward personalized medicine? what new pressures will force a change in **your** pricing model? how will trends in partnering and finance affect **your** company?

There is an enormous amount of information out there, but only one service has consistently brought you the best insight and expertise on all of it, and we've done it for more than 30 years.

Decision Resources' Spectrum service identifies and analyzes the key business and technology drivers of the biopharmaceutical industry and helps you position your company for tomorrow's challenges and opportunities. This comprehensive executive advisory service is based on the best available data sources:

- **Primary data:** sales, prescription and pricing data for brands and generics, and Decision Resources' epidemiology data for diseases.
- **Industry expertise:** expert opinions from biopharmaceutical, diagnostic and supportive companies, thought-leading physician interviews, surveys of physicians in the trenches.
- **Expert analysis:** Spectrum's industry-savvy staff analyzes data and trends and delivers critical insights and strategic recommendations.

- **Comprehensive coverage:** From early-stage discovery to post-marketing challenges...from biomarkers to brand strategies... from niche diseases to therapeutic area franchises, Spectrum covers the whole industry to help you fine-tune your industry expertise so that you are equipped to tap all the right opportunities.

Spectrum's publications are grouped into the following thematic portfolios:

- ✓ Pharmaceutical Industry Dynamics
- ✓ Therapeutic Markets: Opportunities and Pipeline Analysis
- ✓ Biomarkers and Diagnostics
- ✓ Pharmacoeconomics, Pricing, and Reimbursement
- ✓ Discovery and Innovation: Technologies, Strategies, and Dealmaking
- ✓ Strategic Overviews

Executives and senior managers involved in healthcare rely on Spectrum as a leading source of vital business intelligence to support sound decision-making and drive corporate growth. It is a must-have resource for interpreting markets, projecting the impact of developing technologies and assessing the commercial potential of new drug discoveries.

The logo for Decision Resources, featuring a blue square icon to the left of the text "Decision Resources" in a blue, sans-serif font.

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Spectrum's Portfolios

Pharmaceutical Industry Dynamics evaluates the evolving landscape for pharmaceutical and biotechnology companies, explores new business opportunities, and examines strategies to help companies in their decision-making processes. We cover industry-wide trends and events and assess the attendant challenges and opportunities they present. Our analysis and expert advice are invaluable for your decisions about future business strategy and the development of new business models.

Therapeutic Markets: Opportunities and Pipeline Analysis provides comprehensive review and analysis of a wide range of drug classes and therapeutic indications, including major disease states, orphan diseases, and niche markets, with an emphasis on key established and emerging players. The insights contained in these reports will help you understand specific marketplaces and shape your strategy to maximize the commercial potential of your pipeline.

Biomarkers and Diagnostics assesses the technical and market environment for the development and use of biomarkers and diagnostic tests. Focusing on opportunities, challenges, and trends, we provide high-level insight into the major drivers and pitfalls of biomarker-based R&D and diagnostic marketplaces. These reports help you understand how novel technologies can best fit into your drug and/or diagnostic development strategy and identify potential collaboration opportunities so that you can put that strategy into action.

Pharmacoeconomics, Pricing, and Reimbursement examines a broad range of issues affecting the pharmaceutical industry, including prescribing trends, company pricing strategies, payers' reimbursement policies, the growing use of pharmacoeconomics and health technology assessment, and important changes in national healthcare systems. These reports provide timely insights into the challenges that the pharmaceutical industry faces in a volatile pricing and reimbursement environment.

Discovery and Innovation: Technologies, Strategies, and Dealmaking identifies and evaluates cutting-edge technologies for drug discovery and design and examines the impact that new technologies will have on the pharmaceutical R&D process. Our analyses identify the innovators who are developing the hottest technologies and help you to make important business development and licensing decisions to capitalize on these game-changing processes.

Strategic Overviews are comprehensive examinations of dynamic biopharmaceutical markets and industry issues. Data analysis, thought-leader consultation and the expertise of the industry-savvy Spectrum staff drive reports that offer breadth of coverage along with depth of strategic insight.

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Vital Biopharmaceutical Insights and Analytics for Experts from Experts