

# Decision Resources Consulting

*Defining Strategy, Delivering Insight*



A Decision Resources, Inc. Company



*Innovative*

# Decision Resources Consulting

*Decision Resources is one of the world's leading research and advisory firms focusing on pharmaceutical and health care issues. Decision Resources offers a wide array of products and services that help biopharmaceutical organizations shape the future by understanding past and current trends.*

## **Therapeutic Opportunity**

Decision Resources gives clients the tools to study how their compounds compare to others in the market. Competitive analysis and treatment trends are invaluable information in the multibillion-dollar drug market.

## **Industry Dynamics**

Decision Resources examines the future innovations and the factors that are changing the pharmaceutical markets. By evaluating monetary issues (such as reimbursement climates for a particular drug), Decision Resources can provide clients with powerful perspective on their markets.

## **Portfolio Planning**

Decision Resources empowers clients to strengthen their franchise by providing information that helps shape overall strategy. By determining which markets offer the greatest opportunity, organizations can build a road map to the future.

*Decision Resources consultants help create biopharmaceutical organizations' business and therapy development strategies and deliver true competitive advantage through customized engagements and solutions.*

## **Whole Company Approach**

Our best-in-class consulting staff uses a "whole company" approach to every consulting engagement. By integrating teams including experts from all Decision Resources areas of excellence (epidemiology, consulting, science, medical, and research services) with our extensive international network of experts and thought leaders, we provide the ultimate customized solutions for your unique business questions. Decision Resources has offices located in Boston, London, Brussels, and Tokyo to meet your global consulting needs.

*Experienced*

## Our consultants routinely leverage the following Decision Resources strengths:

- Extensive experience in major therapeutic areas investigating important drugs and diseases including:

Cancer

Cardiovascular Diseases

CNS Disorders

Gastrointestinal Diseases

Genitourinary Diseases

Immune & Inflammatory Disorders

Infectious Diseases

Metabolic Disorders

Musculoskeletal Diseases

Respiratory Diseases

Women's Health

Men's Health

- Thorough managed care, payor, market planning, and external trend assessment from our InterStudy division.
- Continuous analysis of more than 100 diseases as well as analysis of genomics, biotechnology, diagnostics, vaccines, and disruptive technologies.

## Our Consulting Services

Decision Resources Consulting has developed a suite of core methodologies to ensure consistency, transparency, defendability, and value. As a result, our consulting group can partner with any organization from big pharma to an emerging biotech with a remarkable level of focus and tackle any issue associated with industry dynamics, therapeutic opportunity, or portfolio planning.

STRATEGIC

Strategic  
Planning

Corporate  
Strategy

Product  
Strategy

TACTICAL

### Strategic Planning Services

- *Set overall corporate and therapeutic direction; analysis of trends, competitive, reimbursement, regulatory and external environment*

### Scenario Based Planning

- *Envision the future; plan for uncertainty; facilitate and establish alignment within and across cross-functional teams*

### Portfolio Strategy

- *Balance and extend therapeutic portfolios with product plans and decision support models – line extensions, indications and claims; support for business development and licensing*

### Product Positioning and Development Planning

- *Develop target product profiles; analyze and compare unmet need and customer demand; integrate thought leader input*

### Product Launch Strategy and Forecasting

- *Detailed customer and competitor analysis; messaging and detailed patient-level forecasts*

For more information, contact: Jim McDermott, vice president, consulting

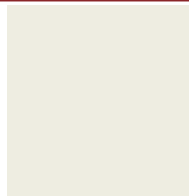
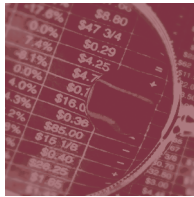
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**The health care industry is transitioning in an era in which success will be defined by companies that:**

- Develop powerful and defensible (data-rich) strategies.
- Utilize defensible quantitative tools to guide strategic decision-making.
- Have broad insight into scientific, medical, commercial, and reimbursement trends.
- Demand information utility, currency, and validity.
- Make rapid decisions.
- Establish durable alliances.
- Plan better and act faster.

**Decision Resources is your partner for knowledge, experience, and insight.**



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