

Evaluate

Market Catalyst & Competitor Tracking

CASE STUDY: Quarterly key competitor event and catalyst tracking for a major pharma R&D Strategy group

Challenge: Client's senior management needed to make portfolio investment decisions in fast-moving indications where being first-to-market delivered a significant advantage.

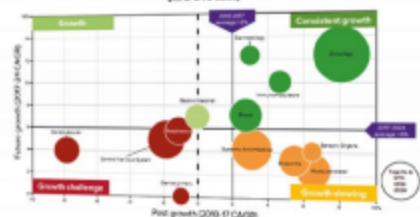
Approach: Evaluate combined EvaluatePharma data with additional research to produce a holistic view of the competitive clinical landscape, as well as a succinct, forward-looking executive summary.

Outcome: The client's increased clarity around the competitive landscape allowed them to direct resources toward products with the best market positioning and commercial potential.

Positive growth across most therapy areas to 2024

Oncology a consistent above-average growth driver

Past (2010-17) vs. Future (2017-24) Sales Growth by Therapy Area
(Rx & OTC sales)



Source: EvaluatePharma July 2018