Product Strategy and Decision Support Consultancy to the Biopharmaceutical Industry
We provide expert-led and evidence-based decision support to help you enhance the value of your product.
Prescient is a product strategy and decision support consultancy that helps clients make better clinical and commercial decisions, resulting in enhanced outcomes for patients, customers and shareholders.

Founded in London in 2007, Prescient has since expanded its global reach through offices in New York, San Francisco, New Delhi and Beijing. Prescient partners with most of the leading multinational companies, as well as a growing number of emerging biotech organizations.

Our work is truly global, with about 65% of the engagements being focused on the mature markets of North America, Europe and Japan, and the remaining 35% helping clients realize opportunities in the emerging markets of APAC, LATAM and EMEA. Besides supporting innovative products in oncology, immunology, cardiology, neurology and infectious diseases, we are heavily involved in biosimilars, generics, vaccines and rare diseases.
The Prescient Practices

What makes us Prescient? Prescient comprises three specialist practices, all rooted in the ability to answer three critical and fundamental questions clients should be continuously asking:

1. How will the market and competition look at a specific time in the future, and what must we demonstrate to succeed?
2. How can we develop a clinical and commercial value proposition that resonates with future market needs and stands out from the competition?
3. Which customers will determine the success of our brand and how can we communicate our value to them?

InflexionRx

Ongoing Decision Support
Empowering smarter decision making

InflexionRx provides highly valued decision support to competitive intelligence, strategic marketing, brand management, regulatory affairs, medical affairs, market access and regional teams from early clinical development to loss of exclusivity. Our expert teams continually analyze how changes to market, stakeholder and competitor dynamics will impact the strategy and performance of your asset, brand or portfolio. The resultant insight helps you and your team shape daily decision making.

VantageRx

Product Differentiation Consultancy
Developing differentiated value

VantageRx focuses 100% on helping clients develop strategies that successfully differentiate their assets and brands at key milestones throughout New Product Planning, Brand Planning and Mature Brand Planning. We’ve identified nine opportunities to differentiate your product, be it designing an optimal TPP, honing its positioning or developing customized market entry strategies for your affiliates. We ensure your differentiation strategies, whether clinical, commercial or operational, are founded on an in-depth and targeted analysis of what it will take to compete effectively now and in the future.

FusionRx

Product Strategy Workshops
Creating winning strategies

FusionRx specializes in the design, preparation and moderation of customized strategy workshops. The key objective of our workshops is to develop cross-functional, evidence-based and consensus-driven plans to address specific business questions. These business questions are typically related to strategic planning, scenario planning, risk mitigation, competitive simulation, and client training. Our workshops will educate, inspire, align, empower and activate your teams to develop strategies and tactics that maximize the potential of your product at critical stages of development, commercialization and life cycle management.
You know your brand and we know the external environment; our combined insights are powerful.
InflexionRx

InflexionRx is our Ongoing Decision Support practice.

InflexionRx supports client decision making by providing timely and in-depth insight into how changes in market dynamics, stakeholder behavior and competitor activities may affect the strategy or performance of an asset or brand.

To be valuable, a decision support service must be continuous, targeted and actionable. InflexionRx is 100% customized to the needs of our clients and their brands and focuses on supporting five critical areas of ongoing decision making through the following outputs:

1. Competitor and Market Profiling
   Building your team’s knowledge regarding competitors, stakeholders and markets
   We build and maintain detailed competitor, product, pipeline, market and stakeholder profiles enabling you to identify opportunities, threats, best practice, behavioral tendencies and unmet needs.

2. Competitor Threat Assessment
   Highlighting which competitor products pose the greatest threat to the success of your product
   We maintain an evidence-based threat assessment of all products that currently, or have the potential to, compete with your asset, brand or portfolio and analyze how the threat can be minimized.

3. Catalyst and Disruptor Planning
   Preparing you and your team to successfully navigate key external events
   We prepare you to respond effectively to any catalysts or disruptors that may affect your product’s strategy or performance.

4. Current Situation Analysis
   Ensuring the foundations of your product strategy remain differentiated, relevant and valuable
   We continuously highlight changes to the situational analysis underpinning each of your strategic pillars and assess the potential impact and changes required.

5. Key Decision Support
   Helping you make great decisions to successfully execute your brand strategy
   We develop the insight and analysis required to support those key strategic and tactical decisions that will influence the future performance of your asset or brand.

The InflexionRx Differentiator

Developing and commercializing a drug is not a static process. An asset or brand requires ongoing decision support from early Phase II through to the end of its life cycle. Biopharmaceutical companies are continuously required to make decisions based on current conditions and an uncertain future; InflexionRx can provide clarity on both. We focus not only on those events clients can plan for, but also predict and respond to those they cannot. Our clients engage with a small and invested InflexionRx team with expertise in specific disease areas and the required balance of clinical and commercial savviness.
VantageRx is our Product Differentiation Consultancy practice.

VantageRx supports our clients’ efforts in developing targeted and differentiated clinical and commercial value propositions throughout a product’s life cycle. We ensure our clients have in-depth insight into what the future market scenario will look like and the resultant value their products will need to demonstrate to both resonate with the market’s evolving needs and differentiate from the competition. We then work with our clients to develop strategies at nine key points that determine long-term success:

New Product Planning  Developing Value
Asset Attractiveness Assessment  Assessing the potential for assets to differentiate and succeed
Target Product Profile (TPP) Design  Designing products that will be differentiated at launch
Clinical Strategy Development  Developing clinical strategies that will deliver differentiated TPPs

Brand Planning  Communicating Value
Phase III Strategy Enhancement  Optimizing clinical strategies resulting in a differentiated positioning
Positioning and Messaging Strategy Development  Developing and communicating differentiated core value propositions
Market Entry Strategy Development  Analyzing key launch markets and differentiating local value propositions
Brand Revitalization Strategy Development  Repositioning brand strategies to differentiate effectively in evolving markets

Mature Brand Planning  Retaining Value
Value Proposition Enhancement  Identifying opportunities to keep mature brands valued and differentiated
Commercial Model Alignment  Aligning skills and strategies to optimally communicate the differentiated value proposition of mature brands

The VantageRx Differentiator

VantageRx is founded on three core principles. Firstly, to successfully develop a differentiated asset or brand, clients must have access to detailed insight into how the market, stakeholders and competition will evolve over time and what value their products will need to demonstrate to succeed. Secondly, for a brand to achieve an optimal label, favorable reimbursement status and rapid uptake, it must be able to demonstrate superior clinical and health economic benefits to the standard of care (SoC). Lastly, all core client functions must be aligned and collaborate effectively from early development through to LOE if a brand is to reach its full potential.
We don’t just test the level of product differentiation, we design it.
We educate, inspire, align, empower and activate your teams.
FusionRx

FusionRx is our Product Strategy Workshop practice.

FusionRx uses customized workshops to help clients address specific opportunities or threats facing their assets, brands and portfolios. We are expert in designing and moderating cross-functional forums that develop targeted strategies to answer specific and critical business questions. Our one- to three-day events are preceded by a rigorous period of research and analysis to produce in-depth pre-read dossiers designed to boost the topic matter expertise of the workshop attendees, ensuring they have the necessary level of insight to develop innovative and valuable solutions. Our FusionRx workshops are highly versatile regarding the topics they cover, but they are usually categorized as one of the following:

**Strategic Planning**
Developing or enhancing a strategy and execution plan in response to a specific business need and aligned set of goals

*Example topics include:* asset assessment, TPP design, indication sequencing, positioning and messaging, publication planning, market entry strategy, affiliate launch preparation, brand revitalization, late lifecycle management

**Scenario Planning**
Mapping and analyzing potential scenarios associated with a key event and developing dynamic responses for each potential outcome

*Example topics include:* clinical trial readouts, label and regulatory outcomes, guideline changes, biosimilar or generic entry, PEST-related disruptors

**Risk Mitigation**
Identifying and addressing risks within an asset, brand or portfolio strategy that have the potential to impact the forecast by more than 10%

*Example topics include:* portfolio planning, Phase III go/no-go decisions, registrational trial design, regulatory barriers

**Competitive Simulation**
Enacting and assessing key competitors to predict their future strategy and performance, enabling counter-strategies to be developed

*Example topics include:* competitor business model analysis, competitor portfolio strategies, competitor development strategies, competitor positioning and messaging strategies, competitor launch strategies, competitor market entry strategies, competitor lifecycle management strategies

**Client Training**
Empowering corporate and client-facing functions to succeed in specific situations by providing targeted education and preparation

*Example topics include:* MSL narrative and objection handling, affiliate brand planning, mature brand management, decision support planning

The FusionRx Differentiator

FusionRx specializes in channeling your team's expertise and knowledge toward achieving a goal. It brings clarity to complex situations and aligns different agendas. Its success is easily measured by the robustness of the solution developed, the subsequent cohesion of your team, and the performance of your product.

**FusionRx helps you:** Hone your business question and define your goals; provide in-depth insight and expertise around the topics you will need to brainstorm; develop an optimal framework within which innovation and action items can be developed; moderate discussions ensuring your team members maximize their contributions; finalize and communicate the resulting action plan; and forecast what impact it will have on your brand's performance.
We help portfolio management, early medicine and strategic marketing teams shape clinical development strategies in advance of Phase III investment decisions, ensuring registrational data are robust.

**New Product Planning**

We partner with global brand teams, mature brand franchises and regional management teams 24-36 months prior to loss of exclusivity (LOE) to help optimize the value proposition of mature brands before and after LOE, ensuring societal and financial contributions are maximized.

**Brand Planning**

We support cross-functional teams throughout Phase III, launch and beyond to help transform products into valuable brands that resonate within the market and are differentiated from the competition.

**Mature Brand Planning**

We often start partnerships with clients that have products in early Phase II and remain a constant partner to the team through launch and beyond.
Our experts have the skills and experience to analyze what is needed for success, and to help shape strategies that deliver it.

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**Our Expertise**

Over the past decade, we have seen our clients' businesses evolve from a predominantly primary care model to more targeted, patient-centric specialty businesses. Prescient has joined them on this journey, building an integrated team of more than 100 functional, therapeutic and methodology experts.

We believe that our clients' decision making must be grounded in evidence and tested objectively. Our stakeholder researchers, competitive strategists, market analysts and forecasters ensure current and future market dynamics are well understood. Only then do our clinical, medical, market access and commercial experts work with clients to develop strategies that meet customers' rational and emotional needs.

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Bees use intelligence, observation, collaboration, communication and hard work to develop solutions to challenges.