

I&I Capabilities Case Studies

2024

See Further. Go Deeper.

We Are Prescient

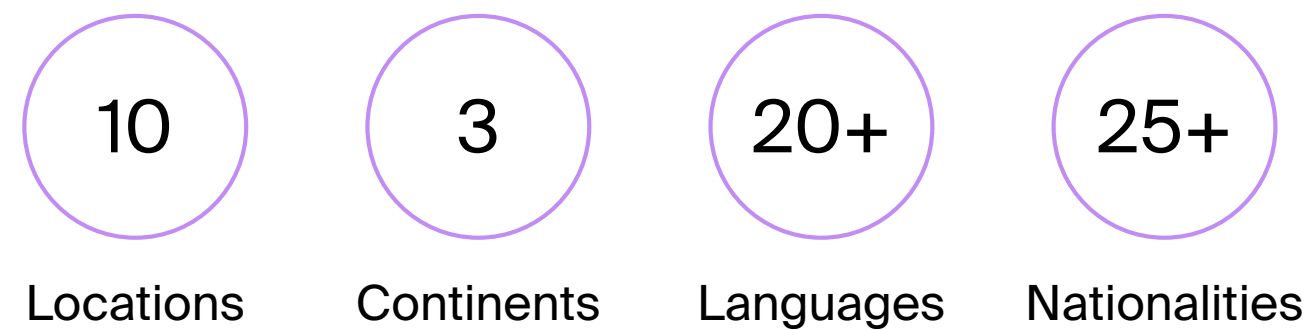
We focus on being foresightful, bringing together deep perspectives on market, customer and competitor with specialist knowledge to help our clients see further, building strategy that shapes the future.



Prescient has been a Bridgepoint Development Capital portfolio company since 2021.

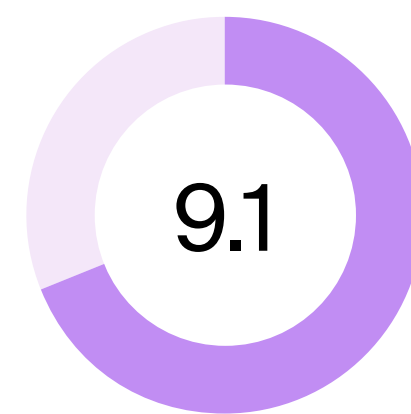


Prescient has been a Baird Capital portfolio company since 2017.

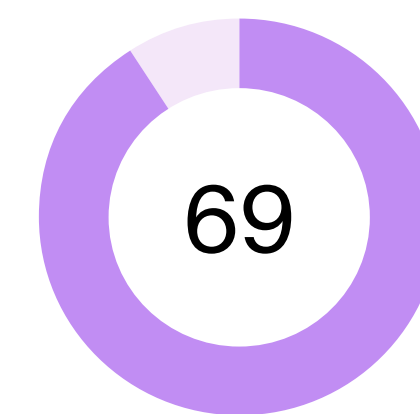


Our Clients	~30 Of the fastest-growing mid-caps.	27 Of the top 30 pharma companies.	~30 Cutting-edge biotech firms.	300 Assets & Brands Supported annually across ~350 engagements from early development through to loss of exclusivity.
About Us	Formed in 2007 Prescient was formed as a result of the rebranding of a biopharma CI agency formed in 1997.	>20 Years Our VPs and Directors have an average of >20 years of experience.	~270 Specialists With expertise across insights and strategy development.	>70% Advanced or Relevant Degrees Over 70% of our teammates hold advanced or relevant degrees.
Growing Business	>85% Annual recurring asset relationships as a percentage of the total business.		~30 CAGR over the past five years	

Client Satisfaction



We have a customer satisfaction rating of 9.1 out of 10.

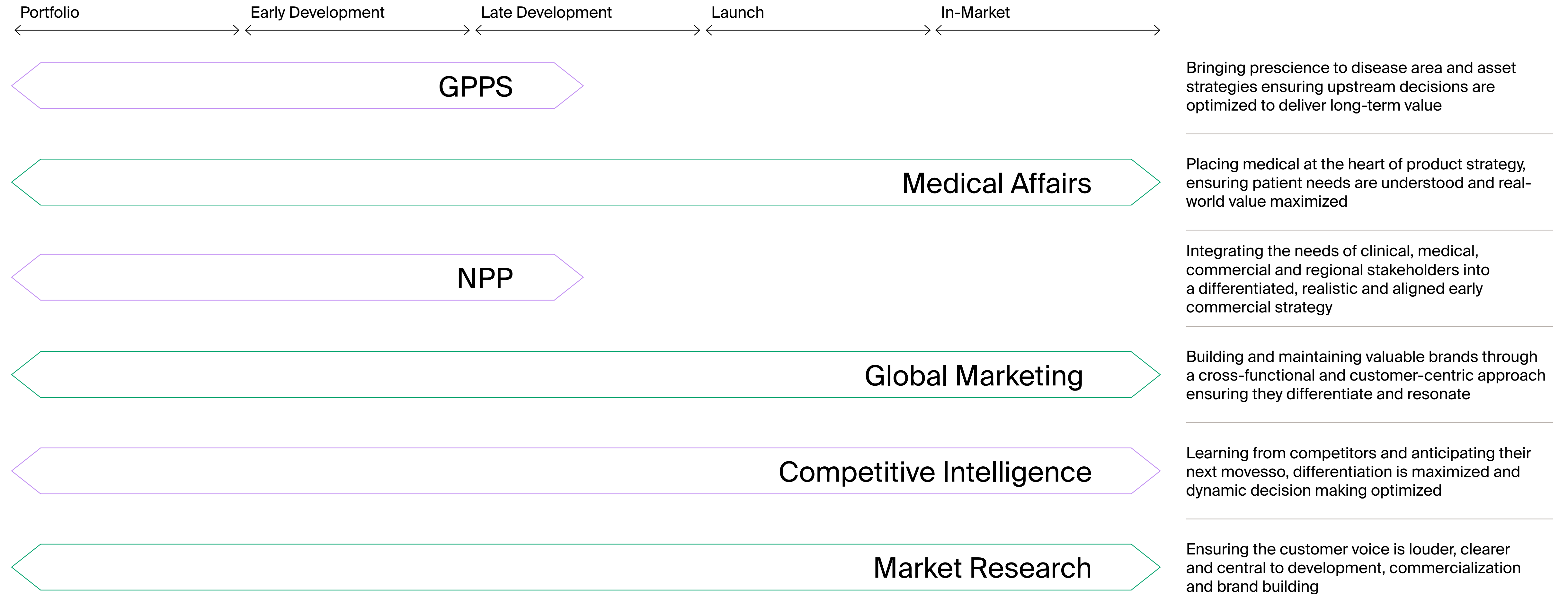


We have a Net Promoter Score of 69, which is considered excellent.

7
Years
We partner for an average of 7 years with brand teams

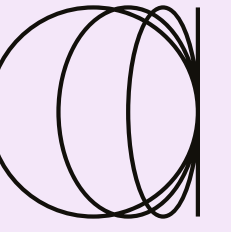
Our Functional Centers Of Excellence Enable Us To Align To Our Clients' Evolving Needs...

...seamlessly integrating experience, specialism, expertise and scientific knowledge to deliver a team that meets your needs



How do you measure up against competitors?

Competitor Benchmarking



Field Force Analysis and Benchmarking: Prescient benchmarked global Medical Affairs (MA) teams to help inform a client's scale, structure, remit and areas of investment

Client Situation

- Our client wanted insights into how competitors' Medical Affairs teams were organized and resourced to execute against outlined objectives
- The client sought to establish whether its Medical Affairs team was appropriately resourced to execute on its mission and functions

Approach

1. We conducted secondary research by examining LinkedIn profiles, job posts, etc., to develop a picture of competitors' MA teams that could be compared with the client's team size and structure.
2. We interviewed market experts to obtain insights into the scale, structure and remit of competing MA teams, and to gain an understanding of industry best practices and the relationship between team requirements and portfolio size.
3. We highlighted the key differences in scale, structure and remit of the in-scope teams and an Excel tool which can be leveraged by client leaders to help estimate resourcing needs.

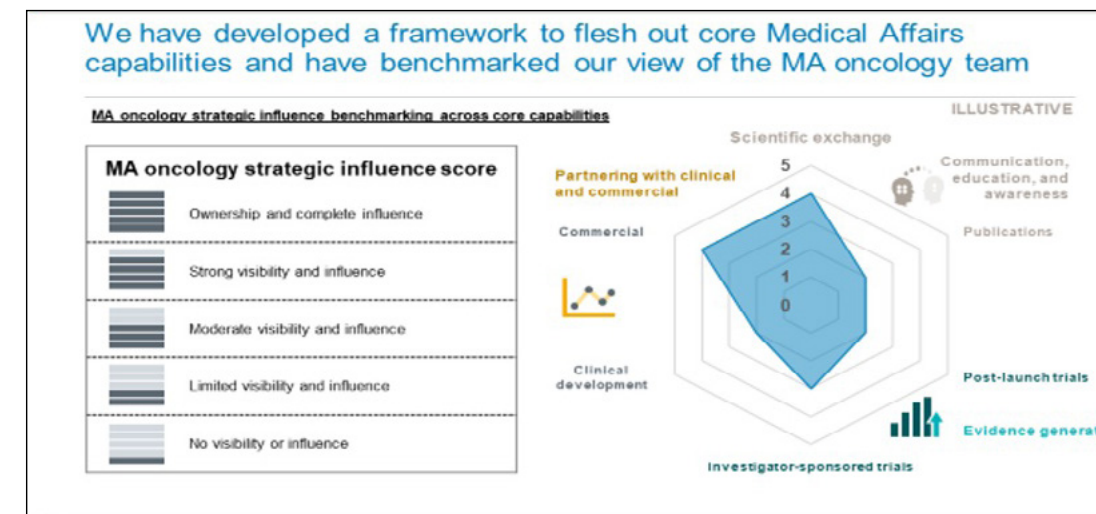
Outputs

Executive Summary: Superstructure organization learnings and takeaways

Size
 XXX's MA organization is under-resourced for its mission and likely not future-ready; further analysis is needed
 • Adjusted for role and remit, and benchmarked to peers with comparable ambition (Company A, Company B), XXX Tumor teams should have XX FTEs (up from ~XX FTEs today) to support current approvals
 • However, these FTEs were needed yesterday (i.e. 2019) assuming tumor team medical FTEs are mobilized pre-launch
 • [Additional Insights]

Structure
 XXX "Medical" organization emerges as the most fragmented among benchmarked peers; this may be evolutionary
 • XXX Global "Medical" operates as a sum of many parts (XXX, YYY, ZZZ etc.), and while it covers the totality of all industry standard roles for Medical, the current set up appears sub-optimal
 • XXX and MA separation is unique in the industry and according to experts – an anomaly with clear cons, from a MA perspective, such a design would restrict MA ability to play a strategic role in partnering with internal teams
 • [Additional Insights]

Function
 XXX MA is operating significantly below "full potential" as defined by best practices among benchmarks
 • [Additional Insights]

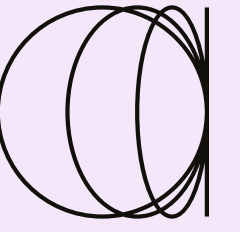


We have monitored research and analysis gaps across key competitors MA organizations through this benchmarking effort

MA oncology focus area	Company A	Company B	Company C	Company D	Company E
Scale and structure	Split into four tumor teams with robust support functions	Split into three tumor teams and a large team of support functions	Split into two teams	Split into XXX teams	Split into XXX teams, support by XXX
Asset development	Owns asset development plan from P11 onwards	Involved in assets from P11 onwards	Involved at P11 (stage of development)	Medical involved in assets from P11 onwards	Involved in assets from end of P11 phase
Interactions with outside functions	Limited impact on early development but works closely with commercial	Influences clinical development but limited voice in commercial strategy	Influences clinical development but has distant partnership with commercial	Influence in both clinical and commercial strategy	Part of XXX Team and works with commercial in LCM team
Focus area X	[Insight]	[Insight]	[Insight]	[Insight]	[Insight]
Focus area Y	[Insight]	[Insight]	[Insight]	[Insight]	[Insight]
Focus area Z	[Insight]	[Insight]	[Insight]	[Insight]	[Insight]

Client Impact

- Our analysis highlighted how the client's resourcing capacity compared to key competitors and identified how it needed to evolve in the future



What are your strengths and potential competitor strategies?

Differentiation Analysis

Positioning and Messaging Development: Prescient developed an overarching, pan-tumor global narrative structure that synced with several individual tumor narratives

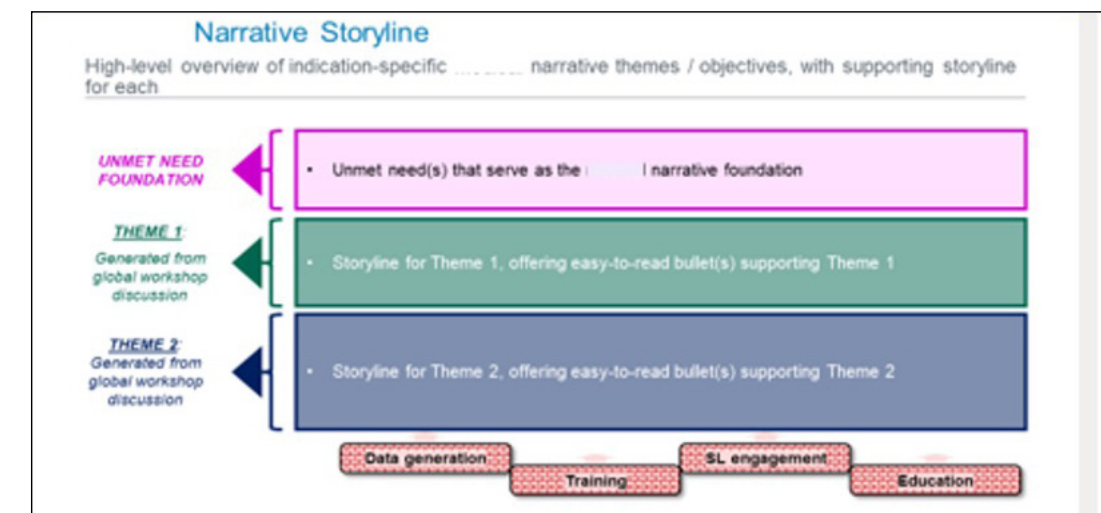
Client Situation

- The client, a global brand lead within a large pharma company, required an overarching framework for a set of individual narratives across a series of related tumor types
- This framework was necessary to allow for consistent communication in field engagements

Approach

1. We revisited the individual tumor-specific narratives to finalize the language.
2. We developed inputs for an overarching, pan-tumor narrative framework by identifying common themes and any inconsistencies across individual tumor narratives.
3. We then finalized the pan-tumor narrative framework by pressure-testing it with the global team, including harmonizing any inconsistencies across individual tumor narratives and flagging open questions to revisit after future data readouts.
4. We discussed and aligned on high-level guidance on the implementation and utilization of a pan-tumor narrative the global brand team.

Outputs

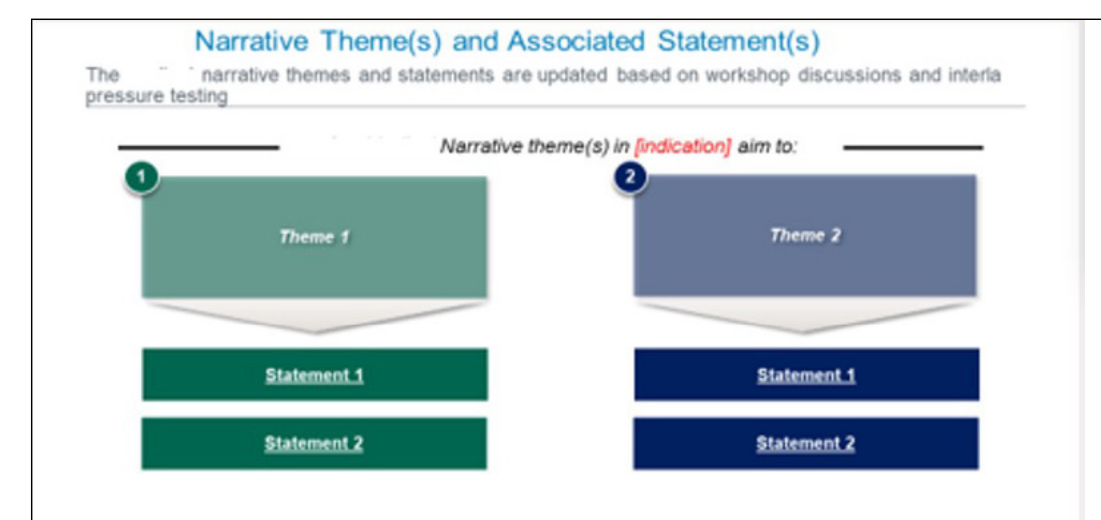


Theme 1 and Supporting Statements
Theme(s) and statement(s) developed :

Narrative Theme		Key Considerations Discussed by Team
Theme 1		• Considerations and key points brought up during workshop and / or other discussions
Narrative Statement(s)		Key Considerations Discussed by Team
1	Statement 1	• Considerations and key points brought up during workshop and / or other discussions
2	Statement 2	• Considerations and key points brought up during workshop and / or other discussions
3	Statement 3	• Considerations and key points brought up during workshop and / or other discussions

Parking Lot for Follow-up

- Include open questions, regional considerations that are not applicable to a global narrative, and other points that need to be captured, but not incorporated into final theme / statement(s)

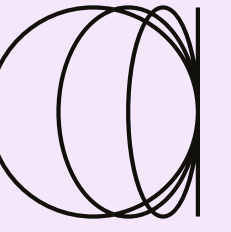


Client Impact

- Our pan-tumor narrative framework gave the client a firm foundation from which to engage in more consistent scientific communication in the field

How will you win against competition?

CI Workshops



Competitor Scenario Planning: Workshop project with a brand team that was faced with a rapidly evolving competitive threat

Client Situation

- Following a competitor's acquisition of a rival product, the client urgently needed to prepare for upcoming competitor's Phase III data publications and a global launch

Approach

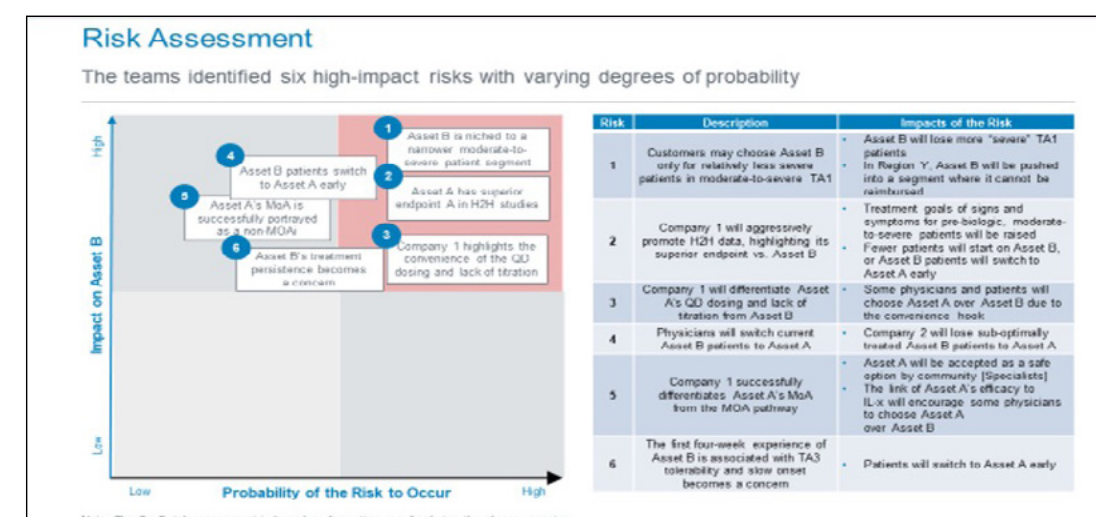
- We organized a virtual CI workshop for the client, designed with the end in mind.
- We created a short pre-read document to educate the workshop attendees.
- The objectives were of the workshop were to:
 - Educate and align on the competitive risks of the rival product and their implications for client.
 - Generate short-term actions to support a global strategy ahead of Phase III data releases.
 - Ensure a favorable market ahead of competitor asset launch, so client can effectively defend and grow market share.
- Findings from the workshop were then translated for the reference of the client's Japanese affiliate.

Outputs

Asset A Workshop Scenarios
Takeaway

Scenario for Asset A	Asset A Product Profile						Team
	Endpoint A	Difficult to Treat Symptoms	Onset of Action and Maximum Efficacy	Tolerability	Monitoring Requirements	Black Box Warning	
Worst Case for Asset B: Asset A has high efficacy without a black box warning or lab monitoring requirements	Superiority vs. Asset B with Asset C-like efficacy	Better than Asset B	Earlier than Asset B	Overall favorable AEs, including fewer TA3 issues	No lab monitoring requirements	No black box warning	IL, post launch (both in Region Y and Region Z)
Most Likely Case: There is a trade-off between high efficacy and convenience	Superiority vs. Asset B	Similar to Asset B	Similar to Asset B	MOA-like AEs, with fewer TA3 issues	MOA-like requirements	MOA class black box warning	Same LoT as Asset B
Best Case for Asset B: Asset A's efficacy data are not as robust as expected, with typical class monitoring/safety	Superiority vs. Asset B, but significant drop vs. Phase I data	Worse than Asset B	Later than Asset B	MOA-like AEs, with a similar level of TA3 issues	MOA-like requirements	MOA class black box warning	Later LoT than Asset B

Legend: Better than Asset B (Red), Similar to Asset B (Yellow), Worse than Asset B (Green)

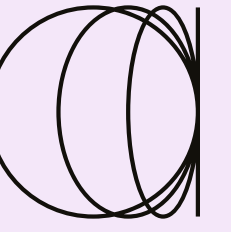


Client Impact

- The client was able to prepare responses to the top competitive risks posed
- The client's product global positioning statement was stress-tested, ultimately enabling the company to decide it was solid after some minor modifications
- Implementation challenges and potential solutions were identified

Where and how will you win?

Portfolio Planning



Asset Attractiveness and Prioritization: A Top-10 biopharma company sought to develop a BD assessment framework to identify attractive candidates in the myelodysplastic syndrome (MDS) market

Client Situation

- The client, a large biotech company, was seeking opportunities to strengthen its portfolio and drive the development of therapies for MDS, a rare disease with a high unmet need
- The client wanted to develop a tailored BD framework to evaluate assets and therapies in development that might be attractive “targets” in order to enhance its portfolio

Approach

- In collaboration with Prescient I&I, we conducted an exhaustive review of the MDS landscape and pipeline and identified the “universe” of potential assets for consideration.
- We developed a BD framework to evaluate assets against key criteria, including the strength of the clinical profile and BD feasibility.
- We applied the BD framework during a cross-functional workshop to pressure-test it, then used it to assess MDS assets of potential interest.
- We aligned with the client team on the BD framework and a short list of assets for further investigation and potential partnership consideration.

Outputs

Depending on priorities, each workshop group determined which criteria were core and which could be discounted

Criteria	Sub-criteria	Group 1			Group 2			Group 3			Comments
		C	R	D	C	R	D	C	R	D	
Criteria 1.	a. Xxx	R	C	C	Xxx						
	b. Xxx	R	R	D	Xxx						
	c. Xxx	R	R	R	Xxx						
Criteria 2.	a. Xxx	C	C	C	Xxx						
	b. Xxx	C	C	C	Xxx						
	c. Xxx	R	R	R	Xxx						
Criteria 3.	a. Xxx	R	R	R	Xxx						
	b. Xxx	C	C	C	Xxx						
	c. Xxx	R	R	R	Xxx						
Criteria 4.	a. Xxx	R	R	R	Xxx						
	b. Xxx	C	C	C	Xxx						
	c. Xxx	R	R	R	Xxx						
Criteria 5.	a. Xxx	All considered			Xxx						
	b. Xxx	All considered			Xxx						
	c. Xxx	All considered			Xxx						

Descriptions of what would define an attractive BD target were associated with core criteria of the framework

Key questions	Core criteria	Description of an asset with high BD potential
Criteria 1.	a. XXX	xxxx
Criteria 2.	b. xxx	xxxx
	c. xxx	
	d. xxx	
Criteria 3.	a. xxx	xxxx
	b. xxx	
Criteria 4.	a. xxx	xxxx
	b. xxx	
	c. xxx	

Assessment of Asset X against core criteria with supporting data

Core Criteria (As determined by Group Breakout)	xxx (Should xxx be considered a high priority for potential BD consideration?)	Supporting Data	
Criteria 1. a. Xxx	Yes	• Xxx	
Criteria 2. a. Xxx	Yes	• Xxx	
			b. Xxx
Criteria 3. a. Xxx	Yes	• Xxx	
Criteria 4. a. Xxx	Yes	• Xxx	
			b. Xxx
Criteria 5. a. Xxx	Yes	• Xxx	
			b. Xxx
			c. Xxx
d. Xxx	N/A	• N/A	
e. Xxx	Yes	• Xxx	
f. Xxx	N/A	• N/A	
g. Xxx	Yes	• Xxx	

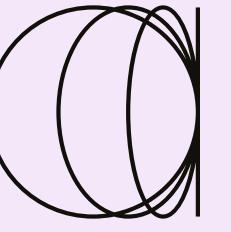
Assets determined low potential for BD consideration

Client Impact

- This MDS BD framework served as the “pilot” framework that could be applied across related indications to guide future BD decisions

How might you retain value?

Late Life Cycle Management Strategies



Competitor defense strategies: Prescient conducted a deep-dive to secure the client's long-term leadership in retinal diseases and enable the development of a competitor defense strategy

Client Situation

- The client, a large pharmaceutical company, had an ophthalmic biologic that was facing upcoming competitive threats from both biosimilars and novel therapies
- The client's team sought to understand best practices for cross-functional defense tactics and implementation, with a key focus on biosimilar threats

Approach

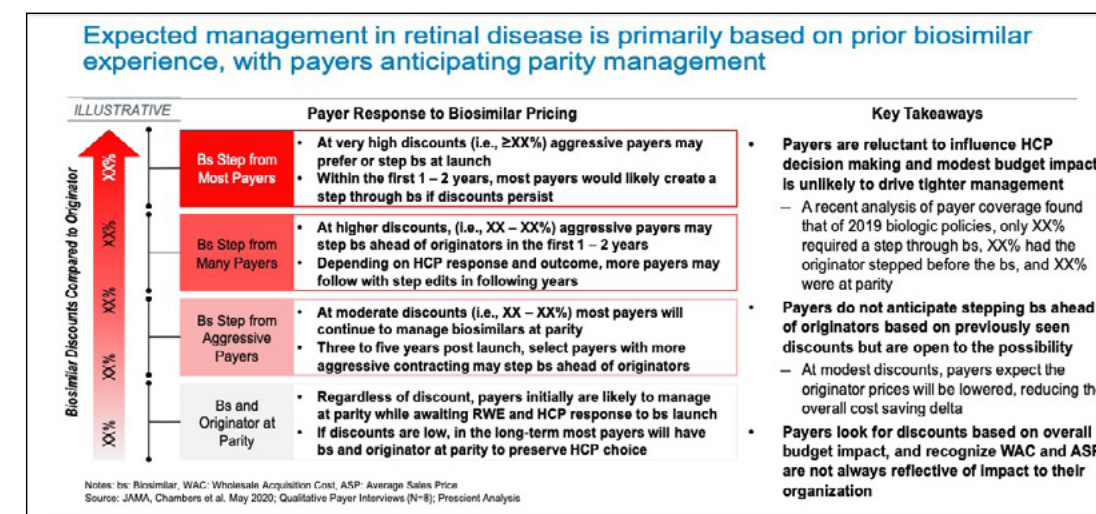
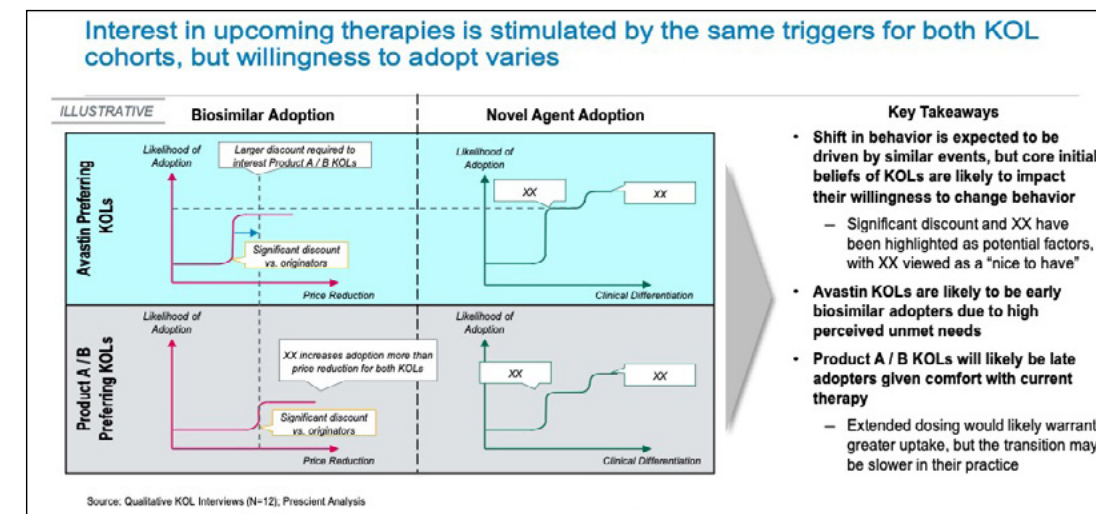
- We developed a fact base through secondary research, establishing a comprehensive understanding of the market landscape, and identifying key trends, competitors, implications, uncertainties and potential outcomes.
- We conducted extensive interviews with KOLs, payers and industry experts to pressure-test upcoming landscape trends and competitor defense tactics.
- We conducted analog assessments to develop a repository of past biosimilar defense scenarios and outcomes.
- We triangulated findings to create a playbook with recommendations for biosimilar and novel agent defense tactics and methods of implementation.

Outputs

The following scenarios represent the most important potential shifts based on biosimilar and novel therapy launch

Scenario	1	2	3	4	5	6	7
Scenario	Biosimilars Offer >50% Discount	Biosimilars Offer 25 - 50% Discount	Company Y Builds Ophthalmic Portfolio	Product D Gains Access to US Market	Product E Priced Near Biosimilars	Product F Lives Up to Expectations	Company Z Acquired by Big Pharma
What You Need to Believe	Pricing puts biosimilars at parity management with Product A	Pricing puts biosimilars one step ahead of branded products, behind Product A	Product B and C offer portfolio contract / high rebates	Obtains FDA approval and partners with US company	Compounding Product A ceases on Product E approval and prices in line with bi products	Produces data supporting Q24W approval	Company A, B, and C or other big pharma acquires Company Z
Likelihood	Very Low	Moderate	Moderate	Low	Low	Moderate	Moderate
Impact on XX	High Freedom may limit utility of Products B/C	Moderate Price may decrease Product B use without strong defense	High Key competitive price advantage vs Product B	Moderate TBD	Moderate TBD	High TBD	Very High TBD
Affected Patient Segment	Newly diagnosed Progressive	Newly diagnosed Progressive	TBD	TBD	TBD	TBD	TBD
Scenario Strategy	Cost Advantage	Cost Advantage	TBD	TBD	TBD	TBD	TBD

Note: Biosimilar scenarios, Novel Agent scenarios

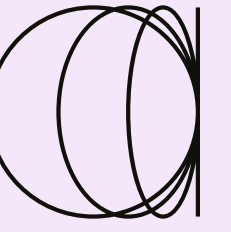


Client Impact

- The project enabled our client to prepare for upcoming competitor launches and deploy a cross-functional defense strategy led by the client team

How can you optimize adoption?

Healthcare System Evaluation



Healthcare Systems Evaluation: Prescient supported the client in assessing the feasibility of MEAs in the cardiovascular space in China, Taiwan, South Korea and Japan

Client Situation

- The client aimed to assess the feasibility of MEAs (e.g., outcome-based contracting, risk sharing agreements, pay for performance) and other innovative financial models (e.g., price volume agreements) adopted by pharma companies in APAC countries
- The client sought Prescient's partnership to collect country-level intelligence from pharmaco-economic and health economic experts in payer and commercial insurance companies

Approach

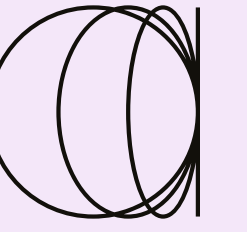
1. We investigated the market access strategies adopted by pharma companies to encourage adoption of their assets in the CVMD space.
2. We then checked the possibility of MEAs in the CVMD space in APAC.
3. We evaluated the logistical and operational challenges associated with implementing MEAs and assessed how select APAC countries differ in their acceptance and adoption of such agreements.
4. We researched how local big data organizations can help pharma companies with patient management services and the generation of RWE.

Outputs

- Common themes, uncertainties, scenario-specific takeaways and action items for the client
- A list of third-party organizations and local big data organizations willing to partner with pharma companies to implement such agreements
- Best practice examples from select APAC markets (with successful MEAs) depicting the benefits of such schemes

Client Impact

- We provided recommendations on sustainable cost-effective models that could be implemented in select APAC markets
- We offered strategic inputs that defined the maximum value of a successful MEA (specific to a particular country) and demonstrated minimal risk to payers, hospitals and patients



“

Excellent work, Prescient team! We appreciated your depth of knowledge, facilitation and overall workshop design. This was a success for Prescient and for us.”

Executive Director, Strategic Business Intelligence

“

I really enjoy working with you! Your team has always done an outstanding job supporting my needs across differing products and geographies. I hope to work with you again soon.”

Director, Corporate Development

“

You have been at the heart of helping us develop successful, established product strategies over the past couple of years. Many thanks and we look forward to continuing our relationship.”

Director, Commercial Strategy

“

You are one of the most impressive consultancies we've worked with. Your level of knowledge, preparation and commitment were outstanding.”

Vice President, Biologics

“

It was amazing facilitating from your side – thank you very much! The outcome of the workshop is very promising!”

General Manager

Get in touch and unlock innovation

Whether you have a potential project or just want to find out more about our work, our team and our potential to help you, please get in touch.

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