

Strategy Consulting for Life Science Companies



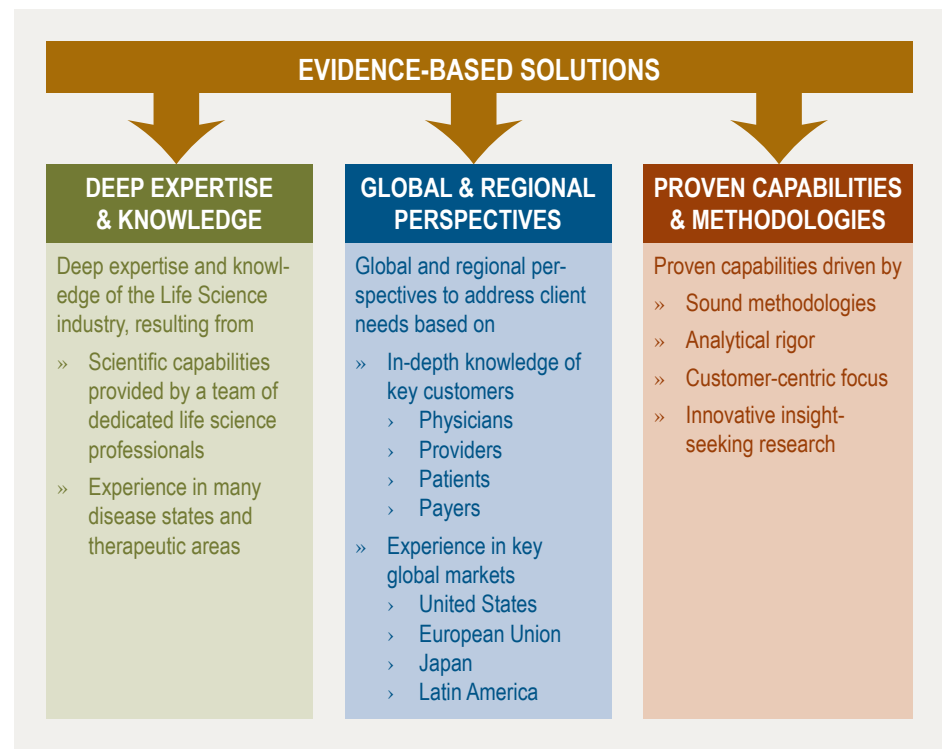
Evidence-based Solutions for Life Sciences

Navigant Consulting's Life Sciences Strategy Practice is a global strategy consulting practice serving pharmaceutical, biotechnology and medical device companies. We have established a reputation as a trusted partner for life science companies. Clients retain us because we provide a unique combination of industry and scientific knowledge, global and regional perspectives and superior analytical and consulting capabilities. We offer expertise in multiple therapeutic areas; have the ability to gather key insights from physicians, providers, patients, and payers; and have developed capabilities tailored to meet the needs of the life science industry.

Our team of life sciences experts has helped clients worldwide identify, plan, launch, grow and sustain a wide range of products

from blockbuster drugs to specialty pharmaceuticals and biotech products to medical devices, as well as diagnostics and drug delivery technologies. Client satisfaction remains very high – more than three fourths of our business comes from past clients and more than half of our new business comes through client referrals. We have earned the praise, respect and most importantly – trust – of our clients by delivering growth strategies and recommendations that our clients need to hear, while maintaining a strict code of ethics and confidentiality to ensure that their competitors do not.

Navigant Consulting offers strong consulting and business capabilities in Life Sciences to help clients address their most critical strategic issues...so they can focus on flawless execution.



Contact »

Eduardo Schur
609.896.4027
eschur@navigantconsulting.com

Roger Zan
609.219.8772
rzan@navigantconsulting.com

Balraj Kakkar
646.227.4263
balraj.kakkar@navigantconsulting.com

www.navigantconsulting.com

Our Services

Our Life Sciences Strategy Practice supports clients in commercial strategy planning including:

Brand/Marketing Strategy

- » Global branding
- » Product launch advisory
- » Lifecycle management/brand protection

New Product Planning

- » Market sizing, assessment and prioritization
- » Target product profile determination
- » Patient flow analysis

Forecasting and Modeling

- » Advanced analytics and econometric and statistical modeling
- » Patient-based, share-based and demand forecasting
- » Broad and deep therapeutic area expertise

Licensing and Partnering Strategy

- » In/out-licensing evaluations of new products/technologies
- » Partner identification and evaluation
- » Forecasting, valuation and net present value analyses

Managed Markets Strategy

- » Global and regional pricing strategies
- » Reimbursement analysis and strategy
- » Contracting performance analysis and strategy

Business and Marketing Planning Excellence

- » Framework/process for commercialization planning
- » Integration of functional and regional planning efforts
- » Consistent, best in class planning process

Advocacy Planning

- » Identification and evaluation of key advocacy opportunities
- » Strategic analysis and advocacy platform development
- » Aligning company/brand vision to advocacy leadership platforms

We invite you to learn more about how Navigant Consulting's Life Sciences Strategy Practice can help you achieve your growth objectives.



©2008 Navigant Consulting, Inc. All rights reserved. 04-00256A

Navigant Consulting is not a certified public accounting firm and does not provide audit, attest, or public accounting services. "NAVIGANT" is a service mark of Navigant International, Inc. Navigant Consulting, Inc. (NCI) is not affiliated, associated, or in any way connected with Navigant International, Inc., and NCI's use of "NAVIGANT" is made under license from Navigant International, Inc.