



Pharma CI Capabilities Presentation

iData Insights

Pharma-CI is integral part of commercial and R&D decision making (1/2)



Traditional pharmaceutical business model



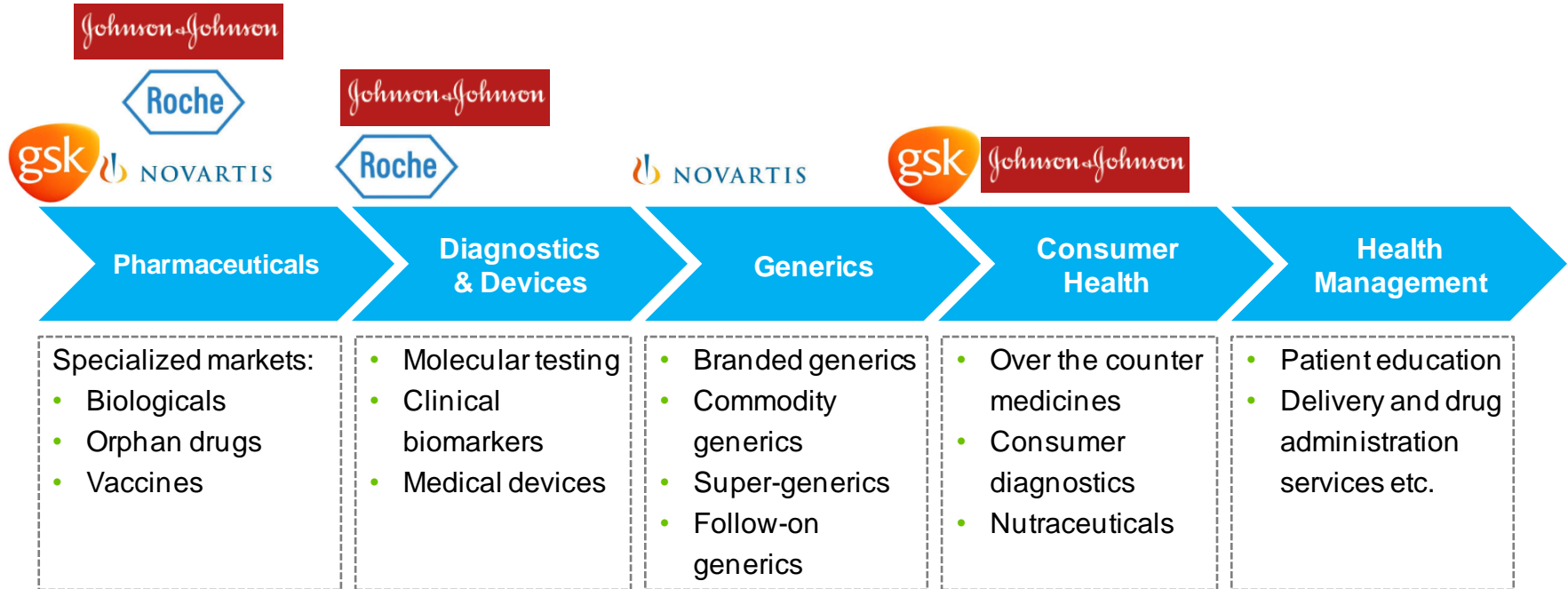
Market research	<ul style="list-style-type: none"> Quantitative data: sales, market share, prescriptions, high prescribers Qualitative data: patient/physician attitudes and behaviours, unmet needs, positioning/message testing
Competitive intelligence	<ul style="list-style-type: none"> Competitive landscapes, competitor profiling, benchmarking Regulatory and commercial timelines Clinical data releases, trial progress Commercial tactics and messaging
Customer – facing teams	<ul style="list-style-type: none"> Field insights Key competitor messaging and tactics KOL/prescriber perspectives
External stakeholders	<ul style="list-style-type: none"> First-hand insights from KOLs, payers, and patients Market trends, clinical practice behaviours, and implication of competitor data

CTA: Clinical Trial Application; IND: Investigational New Drug Application; CIM: Confidence in Mechanism; CIS: Confidence in Safety

Pharma-CI is integral part of commercial and R&D decision making (2/2)



New diversified pharmaceutical business model



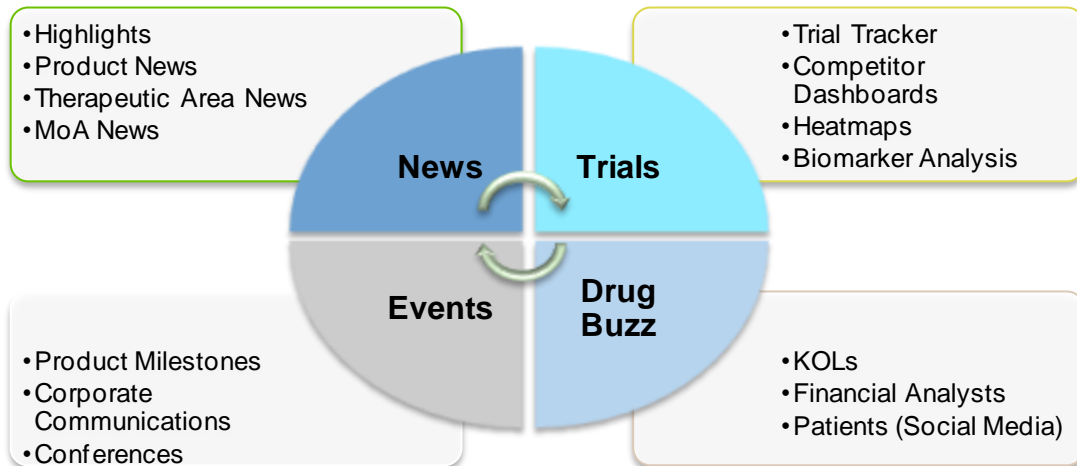


In-house Solutions: Customized intelligence reports (1/1)

An overview

- Subscription based reports
- Team:
 - Ten professionals
 - Expertise in all major therapeutics areas
 - Majority of the team includes MS Pharma/B-Pharma/PhDs
- Clients: Pharmaceutical companies, consulting firms, KPOs

Solutions under four categories



Syndicated reports

Game changer - Immunotherapies

High price of cancer drugs

Drug repurposing in cancer

Biosimilars - The next big thing

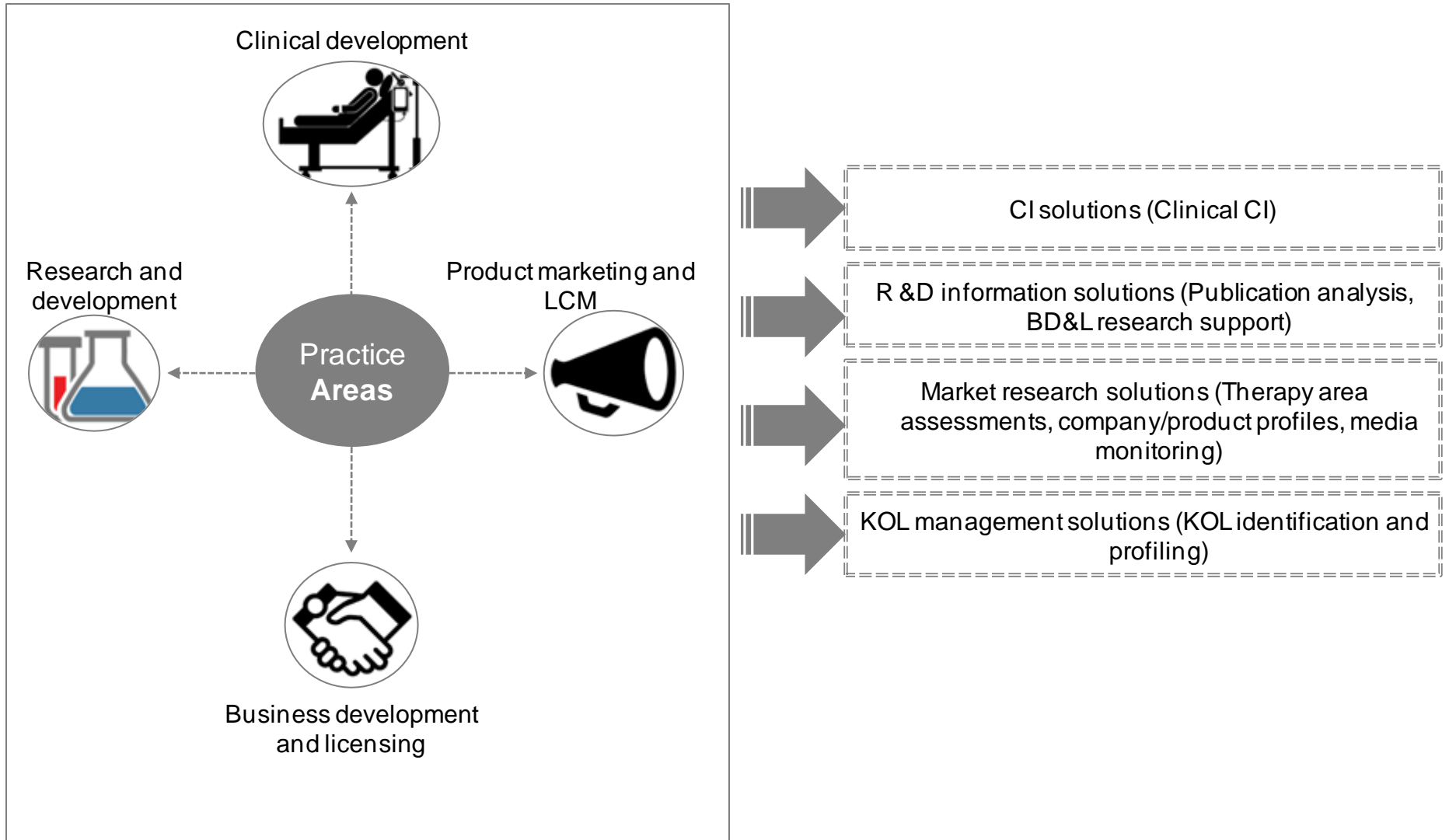
Top 20 Pharmaceutical companies - Quarterly report

Top 10 Oncology companies - Quarterly report

CDR Tracker - Monthly report

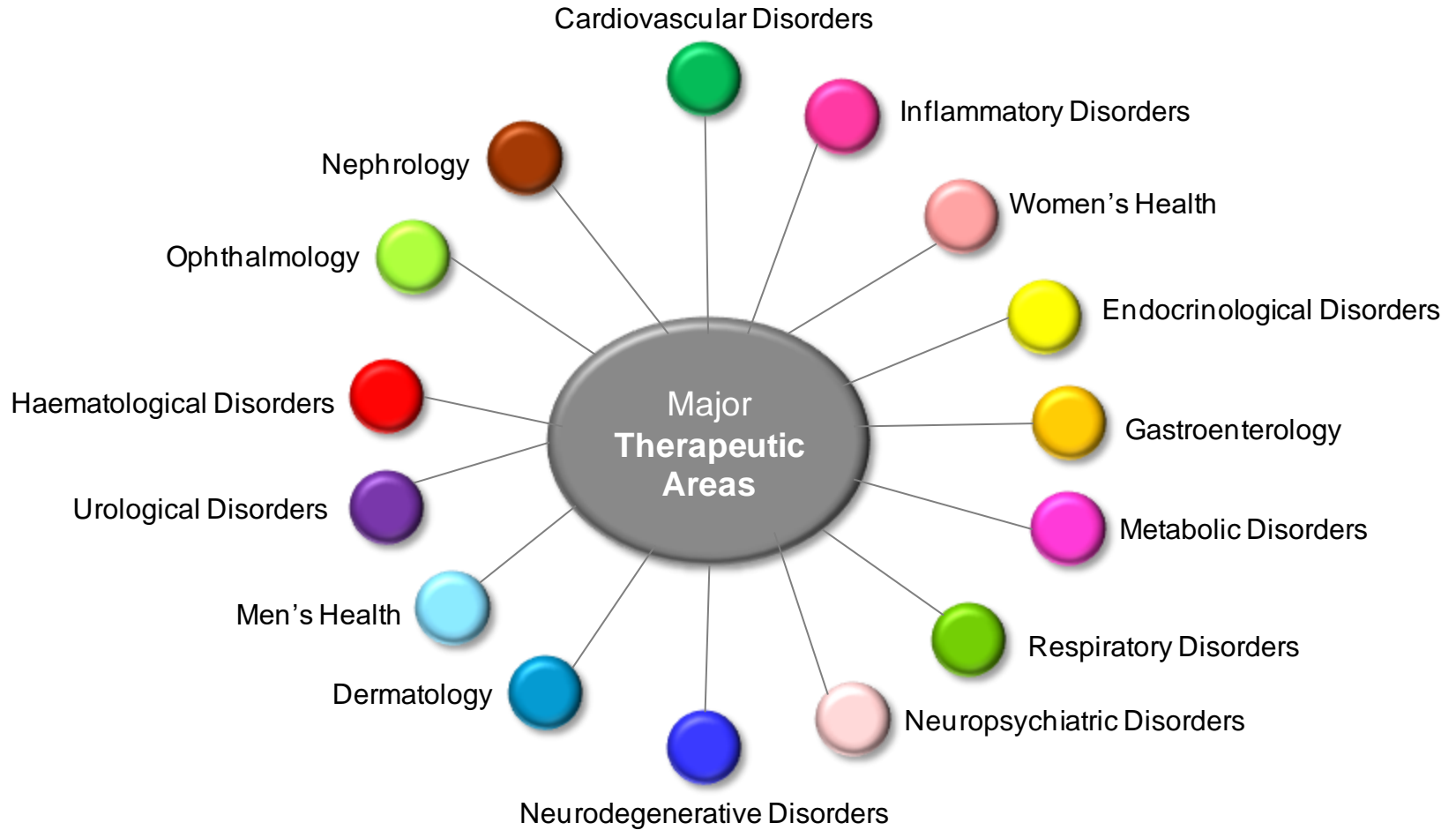


On-demand solutions (1/1)

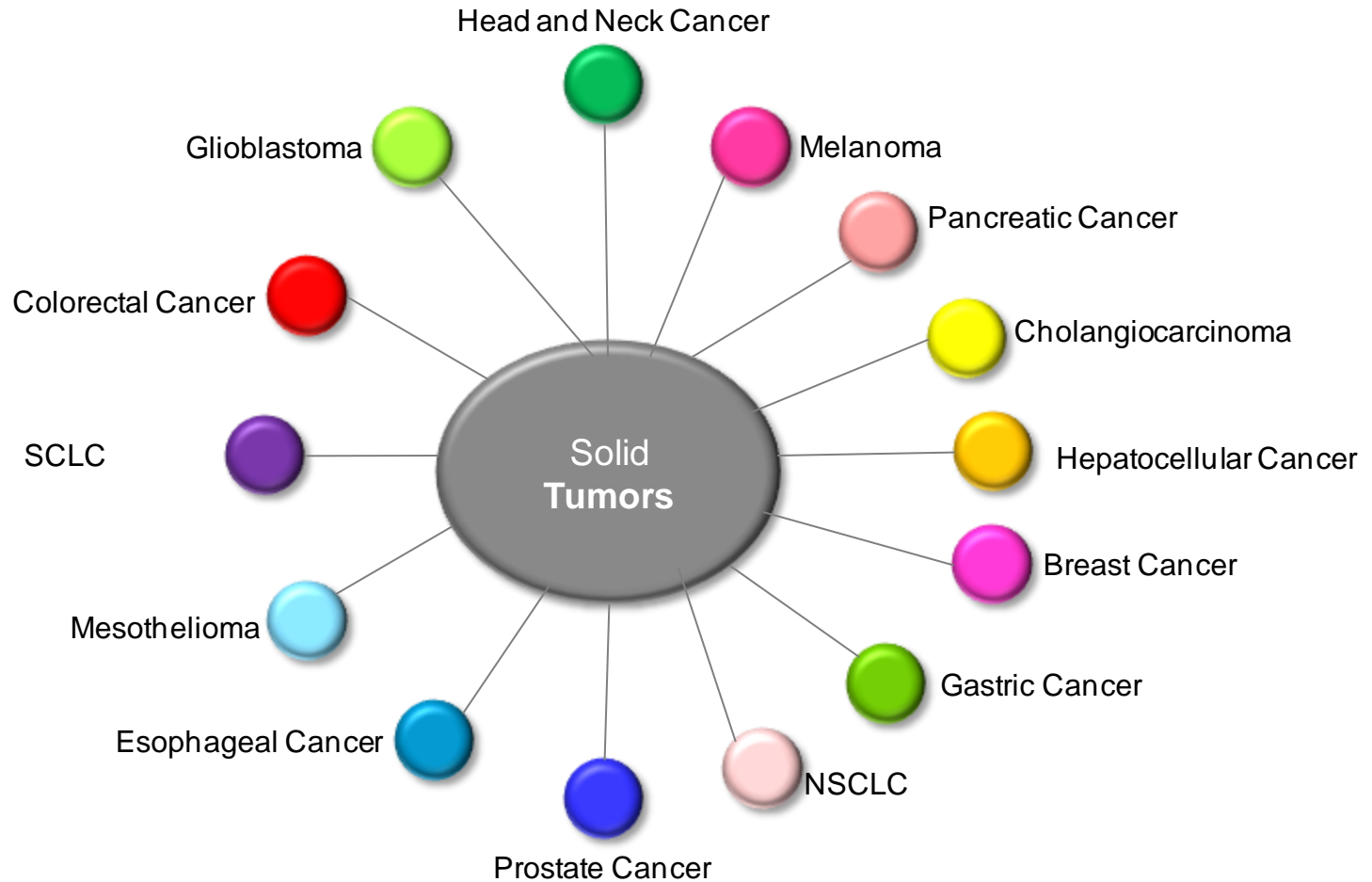




Therapeutic focus of reports (1/2)



Therapeutic focus of reports (2/2)





For More Details or Query

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