

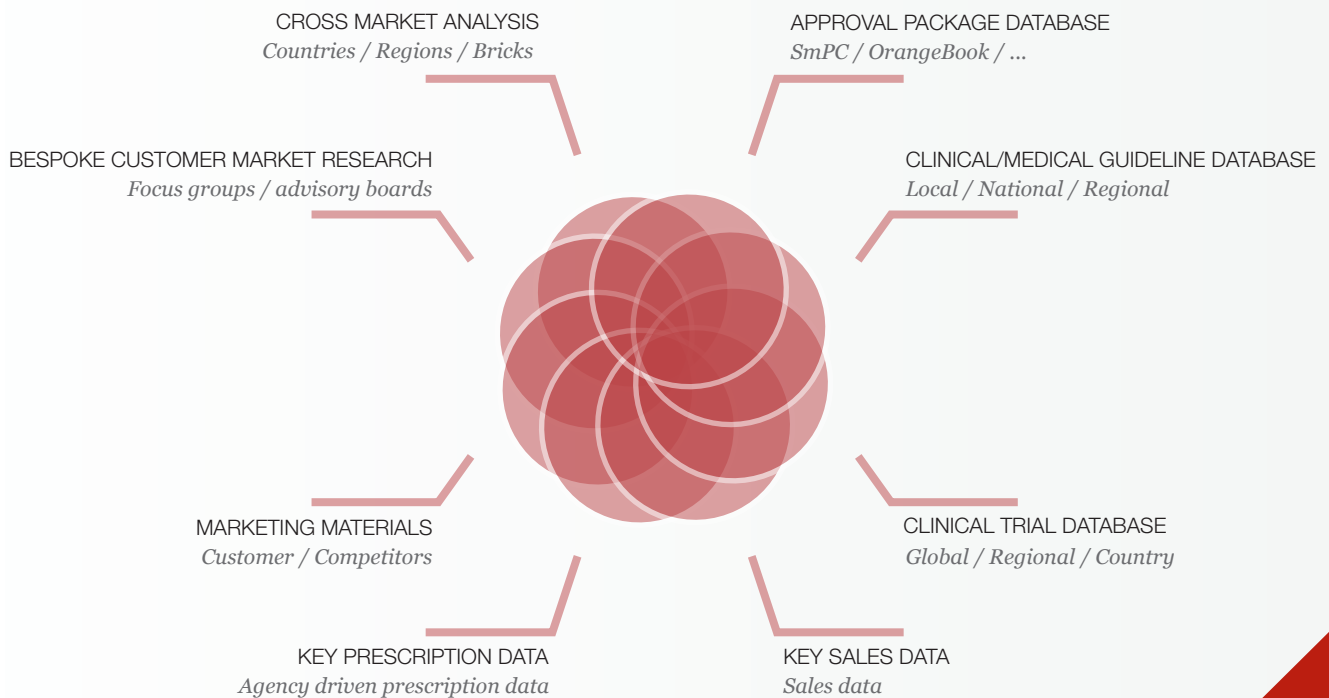
UNBIASED ANALYSIS OF MARKET DYNAMICS IN THE *pharmaceutical* INDUSTRY

FACT-BASED, DATA-DRIVEN RELEVANT MARKET DELINEATION FOR MERGER CONTROL AND ANTITRUST CASES IN THE PHARMACEUTICAL INDUSTRY

Relevant market delineation - The objective facts

Cortris provides objective input to antitrust counsel to document their arguments relating to how relevant market(s) in the pharmaceutical industry should be delineated when notifying mergers or involved in anti-trust cases.

Using analytical tools developed from market analysis carried out for the pharmaceutical industry for marketing strategy purposes, we combine a unique understanding of science, data and competition law. We demonstrate which products actually compete and how a market has been or currently is developing. We can help antitrust counsel offset the information asymmetry competition authorities benefit from when using their extensive information gathering powers. Our cross-functional analyst teams have each been designed to mirror capabilities normally found in separate business units such as Market Access, Medical, Regulatory, Legal, Commercial and IT ensuring multi-angle analysis and fast turnaround times. Our cross-functional teams provide unbiased 360° analyses of the product(s) in question relative to objective competitors. We compare and contrast national markets to highlight important differences and even document potential Gx and / or analogue competition.



We know the issues

We fully appreciate the parameters involved and know how to present our findings to facilitate the tasks of antitrust counsel to the pharmaceutical industry.

We can help safeguard Legal Professional Privilege.

About Cortris

Cortris is a consultancy specialized in fact-based, data-driven analysis of local to global pharmaceutical markets that enables evidence-based decision-making. We analyze scientific and regulatory data, which we qualify and hold against actual market outcomes to provide an overview of markets and market developments.

Our cross-functional teams do bespoke projects that meet the exact needs of our customers at a given point in time; based solely on verifiable facts and always delivered in a simple way.

Our DNA is delivery of professional services to large, sophisticated customers. Whilst we strictly adhere to our evidence-based approach, we believe providing services is about being available at any time, listening well, discussing until we are sure we understand what is needed and – as one customer put it - we “never stop until [we] are sure that the project delivers value”.

Get in touch

Cortris

Amaliegade 13

1265 Copenhagen K

Denmark

E-mail: info@cortris.com

Mobile: +45 53 60 96 39