

MARKET TRANSITION FORECAST

FACT-BASED, DATA-DRIVEN AND AI-ENABLED ANALYSIS OF MARKET DYNAMICS IN THE PHARMACEUTICAL INDUSTRY ENSURING UNBIASED EVIDENCE-BASED DECISION MAKING

A strategic management tool to support evidence-based decision making

Cortris provides objective market analyses allowing identification of opportunities and risks, pinpointing challenges and driving meaningful dialogue on marketing strategy, leading to evidence based decision making.

Our market analyses facilitate alignment between Management and Operations on how market dynamics are perceived, and which structural challenges exist, optimising communication by creating a common understanding.

We do bespoke projects taking the unique dynamics of the individual pharmaceutical markets into account. The individual institutional framework of the different global markets together with the details of the specific pharmaceutical market play a determining role in the dynamics of the market transitions, such as the launch of a new product, or a market leader facing novel NCE competition or at LoE analog competition.

Selection of inputs for our AI-driven forecasting focuses on the Cortris 8 key market parameters. Hence, minimize case and causality biases and ensure that market conditions are maximally comparable.

The Cortris 8 key market parameters:

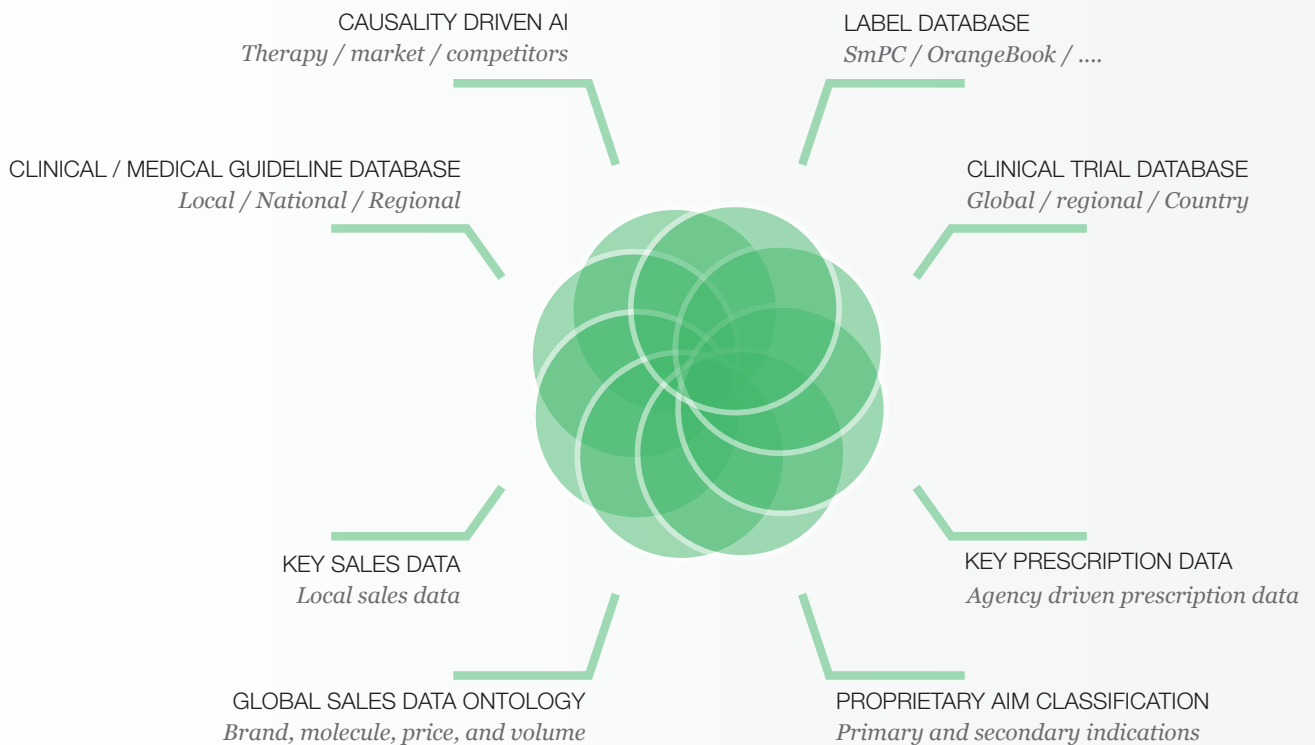
1. *Timing: more recent cases are superior*
2. *Pricing: market price of the product must be comparable*
3. *Market profile: similar market access conditions and sales channels*
4. *Competitive profile: similarly structured competition, number of products, innovative vs analog.*
5. *Therapeutic profile: similar complexity of therapeutic area*
6. *Product profile: similar product type, formulation and method of administration*
7. *Regulatory profile: similar regulatory framework*
8. *Company profile: similar marketing authorization holder*

Critical to the model is to cover all products in the individual pharmaceutical markets to identify the best local comparator products. With the data for these products, we optimize the input to our forecasting model and maximize the resulting insights in the individual markets. An optional extension is a very precise sensitivity analysis of the specific forecast via the case benchmarks.

We cover the critical forecast periods in the individual product life cycle, focusing on the points of transition. Transitional events change market dynamics and drive a shift in sales, which dependent on the market in question stabilizes after 6-12 months resulting in a new basal level of sales and growth rate.



Projects begin with an in-depth alignment between our partners and our industry experts to ensure our partner's objectives are fully understood. Once this is established, data from the relevant sources is collected with our partners. As can be seen below, we then organise and synthesise the necessary and hete-rogenous data into our proprietary ontologies and databases. This data is analysed by our data scientist in close cooperation with our industry experts ensuring the alignment of the insights with the market and the partner. Insights are then exchanged in a manner suiting the partner.



About Cortris

Cortris is a consultancy specialized in fact-based, data-driven, cutting-edge 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 a streamlined overview of markets and market developments.

Our multi-disciplinary 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 and robust way.

Our corporate 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”.

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