

Unbiased ANALYSIS OF MARKET DYNAMICS IN THE PHARMACEUTICAL INDUSTRY

FACT-BASED, DATA-DRIVEN ANALYSIS ENABLING EVIDENCE BASED DECISION MAKING

A strategic management tool to support evidence based decision making

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

Our market analyses facilitate alignment between Management and Operations on how market dynamics are perceived and which structural problems exist, optimising communication by creating a common understanding (level playing field).

We do bespoke projects with the following fact-based, data-driven point of departure:

360° market analysis. In-depth, multi-angle analysis of pharmaceutical products relative to competitors with a view to providing a basis for unbiased decision making by Management and Operations. All findings are benchmarked against key competitors and market conditions to highlight potential gaps and commercial opportunities (compare & contrast).



Patient shift analysis. Do you need to adjust marketing strategies / tactical plans due to actual patient behaviour? We provide actionable market insights through analysis of treatment patterns and changes therein over a defined period of time, including number of patients undergoing treatment; patients not shifting therapy (drug retention), new patient flow (naïve patients) and shifts between therapies.

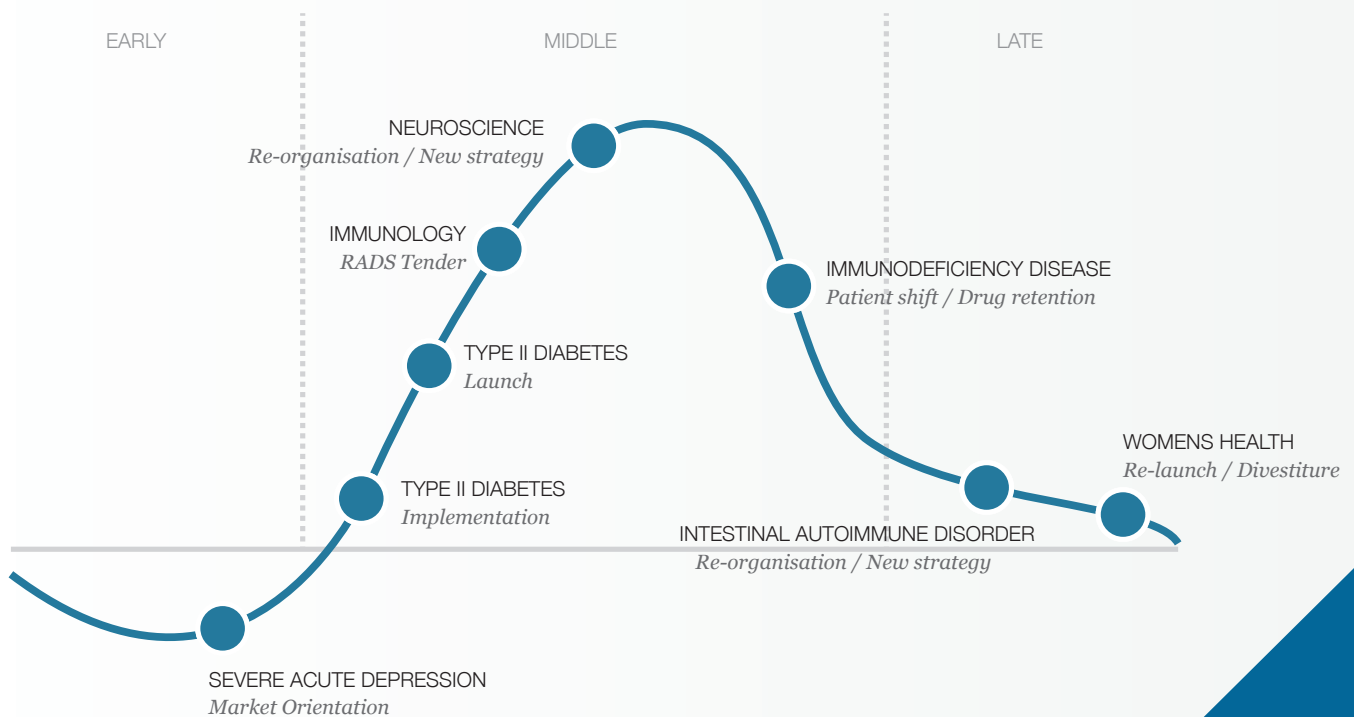
Dashboard development. Have tactical plans been implemented? Are they working? We deliver targeted performance measurement metrics relative to competitors for on-going tracking at regional, national, local and/or brick level.

Tender planning analysis. Do you need an objective basis for taking decisions? We provide models for defining likely outcomes of selected tender scenarios. Models comparing individual competitors, indication by indication, as a tool to assess impact of changes in different prices across tendered indications (and specific competitors) whilst taking quantities of the various bidders into account.

Our cross-functional analyst teams have each been designed to mirror capabilities normally found in separate business units such as Market Access, Medical, Regulatory, Commercial and IT ensuring multi-angle, multi-dimensional analysis and fast turnaround times.

Covering the entire lifecycle

We get involved at all stages and across all therapies. Our work covers the entire pharmaceutical product life cycle as the below representative projects illustration shows.



Valued by our customers

Our customers are the best judges of the services we supply.

*“Cortris has provided us with a **very solid management tool**. They carried out a comprehensive market analysis of one of our mature products and its competitor products; comparing and contrasting scientific and clinical data, treatment guidelines as well as analyzing CRM and sales data down to brick level, setting out how we were doing relative to our competitors but also identifying gaps and potential commercial opportunities. They further contrasted with a comparable country to provide a different angle on implemented solutions. Cortris’ report has provided us with an **objective view on the market based solely on verifiable facts**, avoiding inherent personal or organizational bias.*

*The value for Ferring is two-pronged; creating a fact-based snapshot of the market making it possible for management to drive a **constructive and unbiased dialogue** with the business unit by aligning on the market dynamics but also by allowing the business unit to **anchor its decisions regarding operational execution on facts**.*

Cortris’ product is in my view unique, adding immediate value and I will use them again in other areas as well.”

Peter Marcusson, Senior Director, Nordic Region
FERRING PHARMACEUTICALS



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 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”.

Get in touch

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