

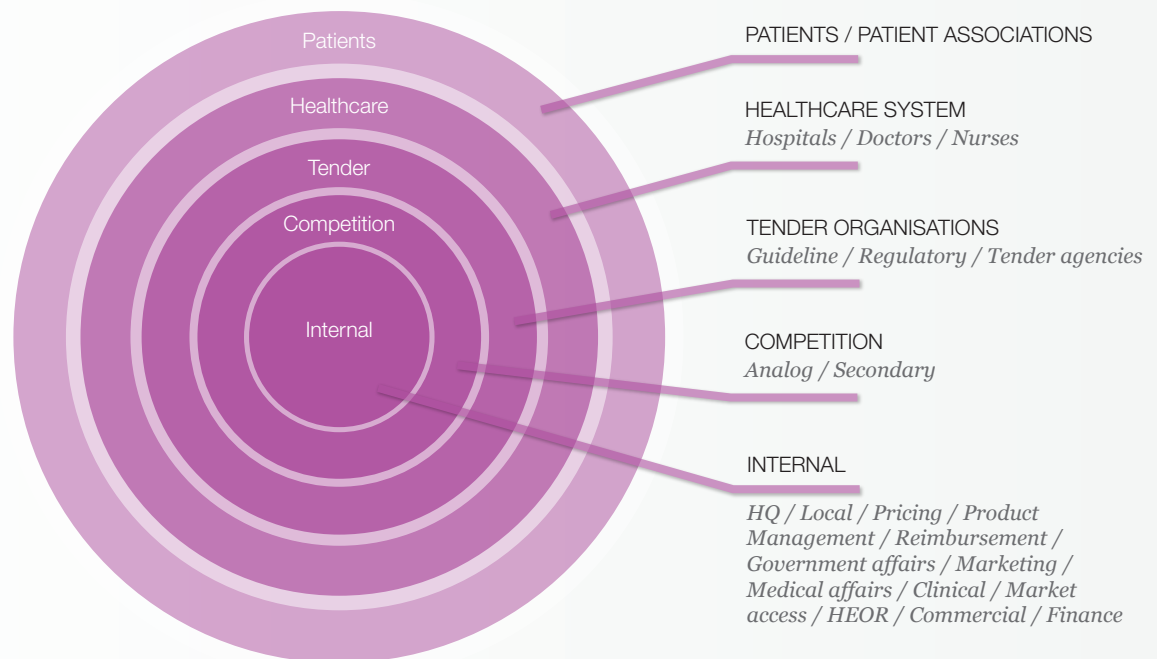
TENDER WARGAME SIMULATION

TAILORED, DATA-DRIVEN, AI ANALYSIS ENABLING EVIDENCE-BASED DECISION MAKING

Cortris delivers a first-in-class Tender Wargame Simulator tailored to your specific product and needs. In addition, Cortris can support in the ensuing processes to ensure that the best decision and alignment is taken now and setting you up to be prepared for future rounds of tender.

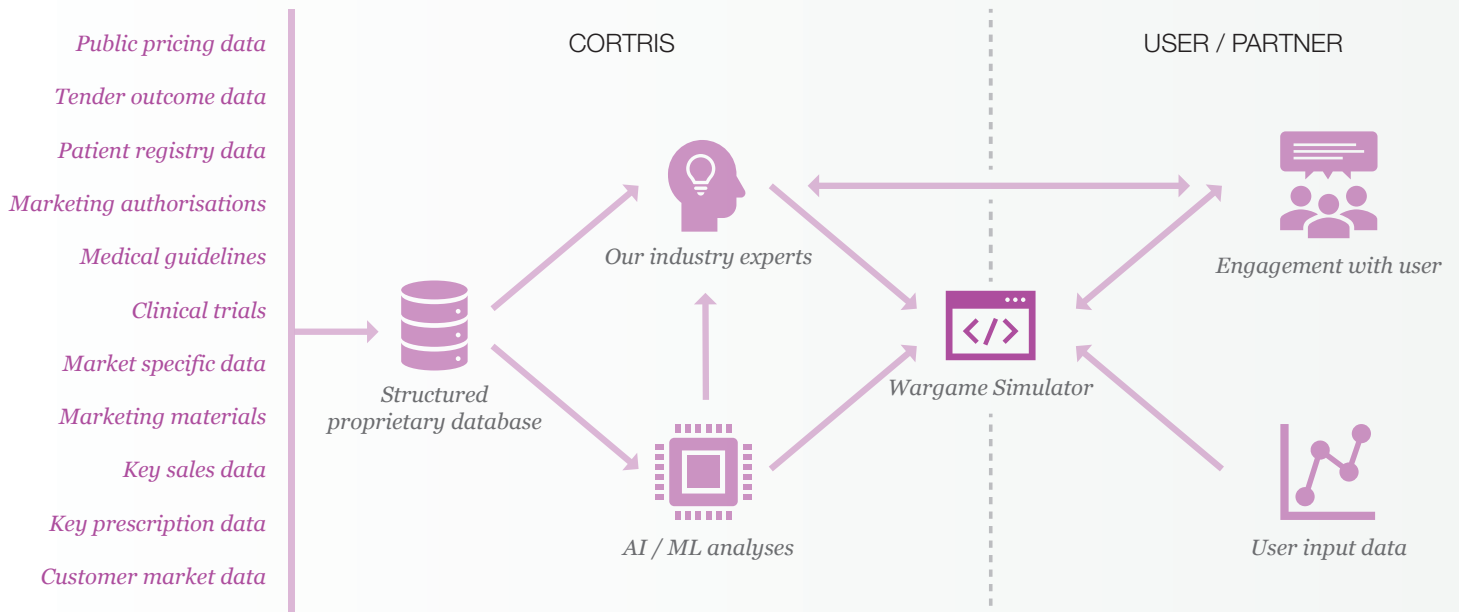
How do we help?

Cortris decision and planning support, powered by Business Wargaming, provides leaders and their organizations with the confidence, strengthening their decisions, planning, and team alignment. Our deep understanding of the cross-disciplinary teams involved as stakeholders in the pricing and tendering decisions facilitates a consensus that matches all company expectations and goals and takes the positions of all relevant external players into account as well.



We do bespoke projects with a fact-based, data-driven point of departure: a 360° market analysis. In-depth analysis of pharmaceutical products relative to competitors with a view to providing a basis for unbiased decision making by Management, Tender and Operations.

Data from multiple different sources are standardized and synthesized by our world-class team employing cutting-edge AI and machine learning to analyze the data and put the results in the context of the market. This process results in a Tender Wargame Simulator tailored to the needs of your organization and the support required to have full command over the complexities of the your specific tendering process. Our bespoke Tender Wargaming identifies opportunities, risks, and uncertainties, pinpoints challenges, and drives meaningful dialogue on the tendering process. This leads to evidence-based decision making, and an understanding of all parameters involved.



Our solution gives you an objective tool which:

- Establishes all competitors, analog and secondary.
- Maps all relevant indications (of your competitors).
- Incorporates multiple treatment guideline scenarios if required.
- Clearly compares your product with the full competitive set.
- Provides epidemiology-based patient distribution across all competition.
- Presents the likely outcome for any input pricing or discount scenario.

This gives you an objective basis on which to make decisions.

What does the Tender Wargame Simulator provide?

The Simulator is an interactive digital solution that provides full impact analysis and understanding of any pricing scenario across:

- Your full portfolio, and*
- Across all the competitors.*

The Simulator is based on a systematic development and walk-through with you to ensure our model focuses on what your company wants to achieve and takes each of the competing products and their goals into account as well. This covers:

- P&L impact of the pricing / discount scenarios.*
- The patient base distribution across the full set of indications of the individual products involved. The full patient distribution - switch and naïve dynamics following the guideline specifics if relevant.*
- Dilution effect on switch patients based on time in market.*
- Sales forecast for the full tender period (in relevant currencies).*
- Cost of therapy calculations for tender pricing (PPP, tender discounts, number of doses & administrative cost).*
- Treatment guidelines scenarios including current treatment guidelines and revision scenarios if guidelines are part of the metrics.*
- Impact of treatment guideline and pricing / discount scenarios on tender rank.*

All the results are provided through a simple graphical interface that clearly highlights key information and facilitates wargaming as many tender scenarios, as necessary.

Our customers are the best judges of the services we supply

“Cortris ApS was an outstanding partner during the tendering process for the Danish AMGROS immunological diseases tender in Q3 2022. The tailored Tender Wargame Simulator they delivered clearly took our specific business requirements into account. Their data driven solution ensured that we at Janssen could focus on planning the tender, knowing that the foundation for our final decision was evidence-based, as objective as possible and took all the necessary parameters into account. We very much look forward to working with them in the future.”

Ola Jakobsson, Business Unit Lead – Neuroscience, Immunology & Solid Tumors, Denmark

The Janssen Pharmaceutical Companies of Johnson & Johnson

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”.

Get in touch with Cortris

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