

When There is *No Room for Error*



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In the world of biopharmaceutical development, market researchers are in the hot seat.

Crucial decisions hinge on research results more than ever, and each decision must be made even faster to have real impact. It's up to the market research team to help negotiate these challenges. One wrong move can make the difference between a drug's success or failure.

So when it comes to market research, insight alone isn't enough. Today you need insights that come hard-wired with strategy — clear options for action based on a rich understanding of current industry trends, clinical and medical intelligence, competitor strategies and much more. This is the essence of market intelligence.

The consumer solutions offered by the market intelligence and analytics practice within Quintiles equips organizations and market researchers to meet steep industry challenges and reach their goals on time.

With more than 20 years of experience, we can deliver the insights and recommendations you need to launch a product and sustain growth throughout its lifecycle. Our combination of world-class research methodologies, practical know-how and global reach can make all the difference when it's time to execute.

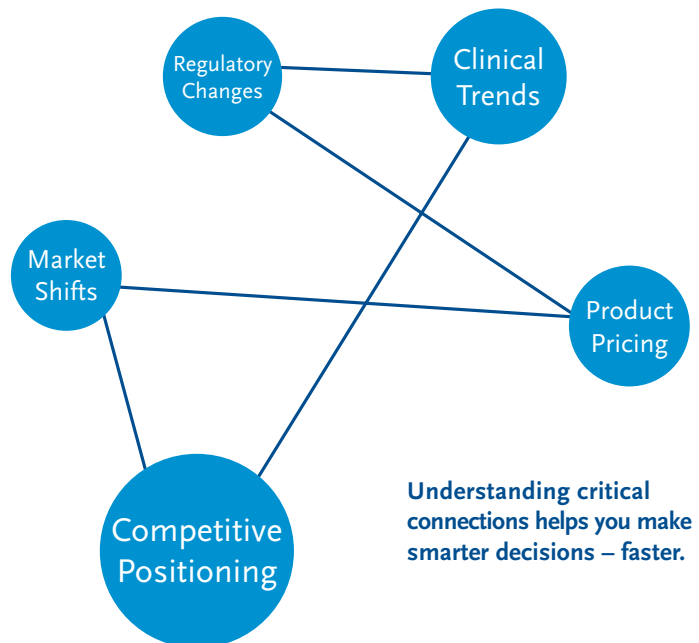
The Power of Connections

A host of interdependent factors influence the path your drug will take in the marketplace. So it is critical for your team to fully grasp these complex connections when developing your product strategy.

Quintiles' reach extends throughout the industry — and the world. So we can deliver insights leveraging the knowledge of

over 400 medical staff and experience gained from working with nearly 10,000 clinical trial projects. We help you understand cultural nuances and local healthcare markets through our 1,000 clinical specialists in 58 countries.

In addition, we draw on world-class experts in portfolio strategy, clinical drug development, health technology assessment and outcomes research to provide high-impact product strategies. Those assets mean we gather more far-reaching marketplace evidence to generate effective recommendations you can act on.



To ensure a true understanding of how your important stakeholders — patients, physicians, providers, payers and policymakers — interact and affect the market, we have forged direct links to the influencers shaping the industry today. By filtering new findings through this network, we can distill their knowledge of each stakeholder group to give you an authentic, comprehensive view of your marketplace.

The Right Mix for Better Decisions

We help our customers make optimal decisions through a combination of market intelligence solutions, including:

- > *Patient flow dynamics*
- > *Product forecasting*
- > *Brand and portfolio communications*
- > *Pre- and post-launch segmentation strategies*
- > *Competitive readiness and response*
- > *Linked model pricing and market access*
- > *Global regulatory developments*

Targeted Intelligence When It Matters Most

The market context for your products is constantly shifting, whether you're in the fledgling stages of conception or development, in the throes of market preparation or in search of ways to grow market share long after launch. We're here to help. More than 90% of our business comes from repeat and referral customers who know we deliver solutions to complex problems at every stage of the product lifecycle.

Early-Stage Development

In the initial phases, you need insights to shape critical go / no-go decisions. We have been engaged at the start of more than 200 different compounds. Now we have access to clinical drug development experts who provide frontline perspective on early-stage decisions. The result? We can provide guidance on improving process efficiencies and on identifying the most promising endpoints of R&D programs.

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Launch Preparation

When you need best-in-class segmentation, pricing, communications development and competitive readiness studies, count on us. Our team has supported the launch of more than 150 major brands and has access to the experience gained from working with the clinical trials that supported the top 30 drugs in the world. The result? Our team is well acquainted with the demands of translating technical innovation into market success.

Post-Launch

To help you realize your drug's true potential, we deliver access to post-marketing research capabilities, lifecycle management and regulatory expertise. We have worked with dozens of in-line brands, even three or four decades after launch, to help them sustain or improve their competitive position. Your post-registration strategy can also benefit from our hands-on commercialization experience, working with one of the world's largest pharmaceutical sales forces. We can also tap into our in-house medical communications expertise, world-class strategic consulting and market access staff. The result? We can help you maintain long-term profitability.

Integrated Insight, Strategy and Value

Today there's no room for bad decisions. Our market intelligence and analytics solutions offer the range of experience and resources that can help you make the right decision — the first time. Our multidisciplinary teams integrate clinical and technical expertise, research methodology excellence and strategic business insights to give you the edge you need to win.

What's your next critical decision? Call or e-mail us to determine how we can help you stay a step ahead.

