

navigating risk and
seizing opportunity
in the New Health

The landscape has changed

R&D productivity is declining. Pipelines are thinner. Development costs have gone up. Regulatory is thornier. New markets are emerging.

Today, biopharma is facing these issues and many others. The entire process has grown more complex—at just the moment when scrutiny from policymakers, payers and patients has increased.

This is the landscape of *the New Health*. Drug and biologic development is still an intellectually rewarding and emotionally fulfilling pursuit, but the complexity is daunting. The bottom line is, the old model isn't as effective as it used to be. From small biotechs to Big Pharma, companies are looking for new ways to work. Some of the goals:

- find greater efficiencies
- accelerate outcomes
- reduce complexity
- demonstrate value to multiple stakeholders

We share these goals. And we're already helping our biopharma allies achieve them.



The goal in biopharma is still the same: turning healthy ideas into healthy people. But the degree of difficulty has gone up exponentially.

Navigating *the New Health*

We've evolved since our beginning in 1982 as a clinical research organization.

Today, we're a fully-integrated biopharmaceutical services company with clinical, commercial, consulting and capital solutions.

Each business pillar informs the others. We leverage knowledge culled from decades of on-the-ground experience in clinical and commercial services to inform our consulting and capital solutions. In turn, we bring strategic thinking and new alliance models to clinical and commercial engagements with real deliverables.

With these four business pillars in sync, Quintiles is helping biopharma companies find greater efficiencies in the traditional fee-for-service business model. And in more and more cases, we're working with our customers to create innovative new ways to develop and commercialize treatments. By investing our own intellectual, human and financial capital, we're aligning our goals with our customers' goals, leading the way to a new standard of productivity.

This new way of working is the sometimes complicated, very promising world of *the New Health*.

“We know that when we help our biopharma allies achieve positive business outcomes, there are positive health outcomes for people all over the world.”

– Dennis Gillings, CBE, PhD, Chairman and CEO, Quintiles

Clinical

Cost and time pressures in biopharma have increased drastically. In this environment, it's more critical than ever to design and execute your clinical trials in the smartest way possible.

We've been a leader in clinical trials for decades, from small-focus studies to multi-national mega-trials, in developed and emerging markets. Today, we're leveraging data analytics in new ways to help you find greater efficiencies. And we can make trial data available on a more predictable timeline—an unprecedented capability that helps you make better decisions, earlier in the game.

Customers are also turning to us to design their trials. We leverage our experience, regional expertise and unparalleled data analytics to plan and execute more efficient trials, from first-in-human to post-marketing studies.

Today, many people want to move beyond the traditional fee-for-service model. We'll work with you to develop the risk/reward balance that meets your business objectives while accelerating outcomes.

“Ranked #1 in the industry across virtually all service quality attributes.”

– ISR CRO Quality Benchmarking Report, 2009

Our competencies include:

- Highly experienced teams focused on timely delivery of solid data
- Unmatched global access to investigators and patients
- Data-driven feasibility studies that drive faster start-up and patient recruitment
- Innovative approaches to streamlining trials, using modeling, simulation and adaptive designs

The New Health is interdisciplinary.
We can tailor our services — from traditional engagements to innovative risk-sharing alliances — to meet your needs.

Foundational:
*expertise, ethics,
analytics, access*

Therapeutic *expertise*

You have access to therapeutic experts at every stage of your product's lifecycle—strategy, planning, development, commercialization.

Commercial

Today, drugs and biologics go to market in a more complex global marketplace with an increased number of stakeholders. We help you differentiate your products in this challenging environment by changing the conversation from *cost* to *value*.

“Quintiles helped to commercialize more than half of the ‘Breakthrough’ products released on the market between 1996 and 2008.”

– PMPRB and EvaluatePharma, 2008

Identifying value Our market access analysis helps you identify outcome and pricing requirements that will demonstrate your product's unique value to stakeholders: regulators, payers, providers and patients.

Promoting value We've managed hundreds of sales teams in primary and specialty care in 30+ countries. We have a deep understanding of diverse stakeholders, and we know how to calibrate your message to each market and each customer segment.

Proving value We analyze data from our clinical educators and patient adherence programs to prove real-world outcomes, helping you demonstrate real, differentiated value.

Our competencies include:

- Holistic product and brand solutions
- Patient-centric services
- Medical communications
- Market analysis and planning
- Regulatory and market access expertise
- Multi-channel delivery

Patient *ethics*

Our long-standing commitment to patient safety means the results you get are reliable, solid, and ethically obtained. In many cases, we help define standards for the industry.

Data *analytics*

Our ability to integrate real-time data analytics into engagements helps you make better decisions, earlier. No other company can offer this kind of access to patient and trial data.

Global *access*

You have immediate access to emerging markets, including Brazil, India, China and Mexico. We have 23,000+ people active in 59 countries and 127 locations.

Consulting

Unlike most consulting firms, Quintiles occupies a unique space, where insight and execution meet. A traditional clinical research organization doesn't offer strategic insights; a traditional consulting firm doesn't have years of industry experience to draw on. We do.

Our consultants leverage our unique vantage point, one gleaned from decades of experience in drug and biologic development and commercialization, tens of thousands of data sets and a wealth of therapeutic experts on the ground, around the globe.

If you're interested in moving from insight to execution, we can help there, too.

Access sets our consulting group apart: access to Quintiles' many therapeutic experts, intellectual assets and other resources.

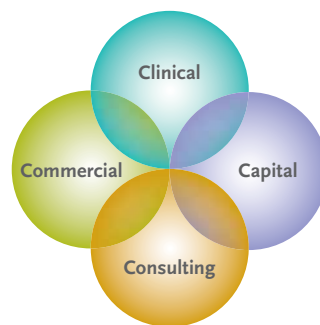
Our key practice areas:

- Market access
- Product development and commercialization
- Regulatory and quality
- Market intelligence and analytics

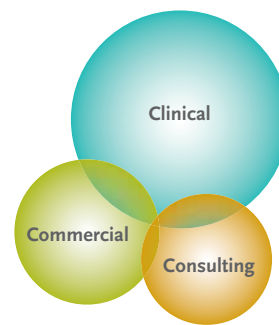
Key benefits include improving operational efficiency and outcomes, optimizing pipeline value and ROI, reducing infrastructure costs, hedging risk—all with access to Quintiles' many therapeutic experts, intellectual assets and other global resources.

We're also avid developers of robust business models and strategies. Ask us about the latest real-world examples.

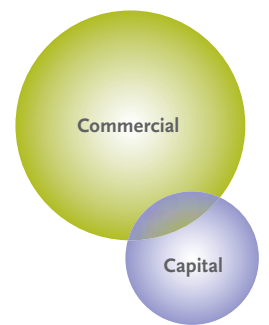
The New Health is more flexible. Joint development, peer-based co-development, preferred provider models—everything is on the table. Ask us for *real-world examples*.



Quintiles capabilities...



...can be configured in flexible and innovative...



...models to meet biopharma's changing needs.

Capital

As cost pressures have made the old business model untenable, both Big Pharma and emerging biotech companies are looking for new ways to shift costs and share risk. Innovative partnerships and alliances are where the industry is heading—and Quintiles is leading the way.

Our capital solutions team manages this emerging area of biopharma. To date, we've secured over \$2.4 billion in investment commitments, driving more than 80 non-traditional alliances. In the process, we've fielded over 4,000 employees for our partners.

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We leverage our intellectual and human capital, as well as our financial resources, to propel engagements and business objectives we believe in. This firmly aligns our goals and yours—and relieves you of upfront cost pressures in a long and expensive process.

Primary Partnering Models

- Investment partnering/structured finance: We underwrite and structure risk-based investments, including due diligence
- Strategic resourcing: We'll work with you to tailor a non-traditional service partnership that meets your specific needs and goals
- Emerging companies: We help drive differentiated service offerings while providing access to global resources and markets



Quintiles has worked with biopharma companies in the development or commercialization of the top 30 drugs and nine of the top 10 biologics on the market today.

From best practices to next practices

There are risks, and there are opportunities. The opportunities are why we come to work every day: the chance that we can help our biopharma allies find new ways to treat different diseases. That we can help you unlock the pathways of depression and cancer. That together we'll find better treatments for asthma, diabetes and a hundred other things.

We're always looking for greater efficiencies and better ways to offset risks so we can embrace those opportunities. Each incremental advance, each emerging "next practice," is a stepping stone toward people being able to live healthier, more fulfilling lives.

That's also why we're zealous in our role as stewards of patient health and safety. There is nothing more important or more fundamental to what we do.

How can we make people healthier?

Let us show you how we'll work with you to do just that.

Please contact us at newhealth@quintiles.com or visit us at www.quintiles.com/newhealth