

# ~PharmaDecisions powers fact-based decisions~

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- Analytics-directed market strategy for Pharma, Biotech and Diagnostics
  - ❖ Indication prioritization, Biomarker positioning, Digital health integration initiatives, Portfolio Planning
- ‘Voice of the customer’ utilizing cutting edge EHR, mobile healthcare and social media metrics
- Market assessments of Precision Medicine and Companion Diagnostics
- Treatment Monitoring and Liquid Biopsy advances
- Digital Health adoption by consumers and physicians
- Preparation of Situation Analyses, Business Plans

Real-time updates with @pharmadecisions

# Impact of Precision Medicine & Digital Health

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- Assess the value, usage, and reimbursement impact of diagnostic markers on new medicines
  - ❖ Responder/non-responder segmentation
  - ❖ Safety markers: determination of at-risk population
- Assess potential of R&D companion diagnostics for consumer and point-of-care
- Utilization of wearable devices and digital technology for Precision Medicine

# Situation analysis: Start-up Funding Assessments

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- Market overview and trends
  - Epidemiology and demographics
  - Competitive landscape: current and emerging real-time red flag CI alerts for game changers
  - Clinical protocols and endpoints
  - Unmet needs and target product profile assessments by stakeholders
  - Physicians, patients, laboratories, reimbursers, KOL's using cost-effective and innovative methods
- ★ **Insight from physicians, patients, formulary decision-makers using cost-effective, innovative methods. Wearable health technology and Digital health consumer input**