



i3 Consult

Integrated Intelligence for Healthcare Industries



Welcome to i3 Consult

We are an information-based consulting, integration and IT outsourcing service entity committed to providing premium strategic marketing, financial and operational management solutions for healthcare, pharmaceutical and other life science organisations."

Our Rationale

- Healthcare, pharmaceutical and the life science industries are influenced by a myriad of different stakeholders as well as by various political and socio-economic factors – see the Pestle Analysis, next slide
- We assist the client in gaining a "360°" view of themselves and in combination with the "bird's eye" view which we have of the healthcare & life science industry, we propose a strategy of success.

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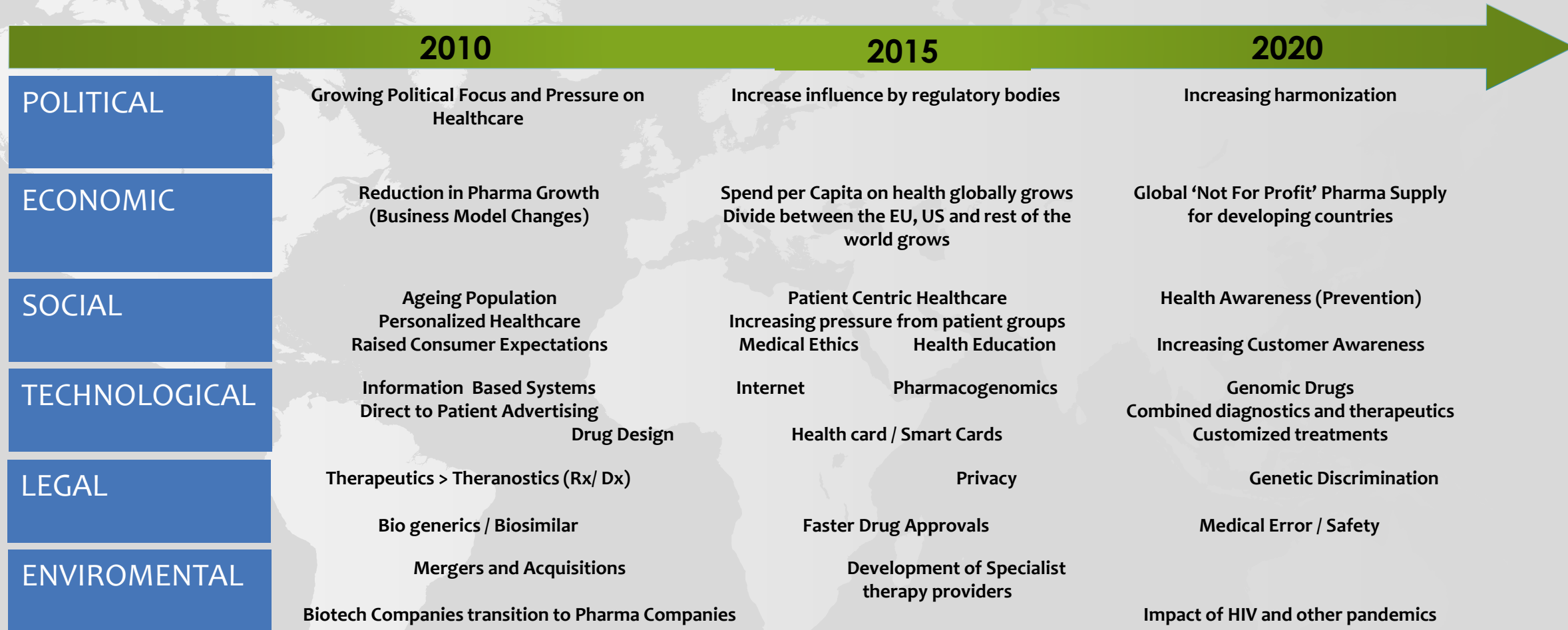
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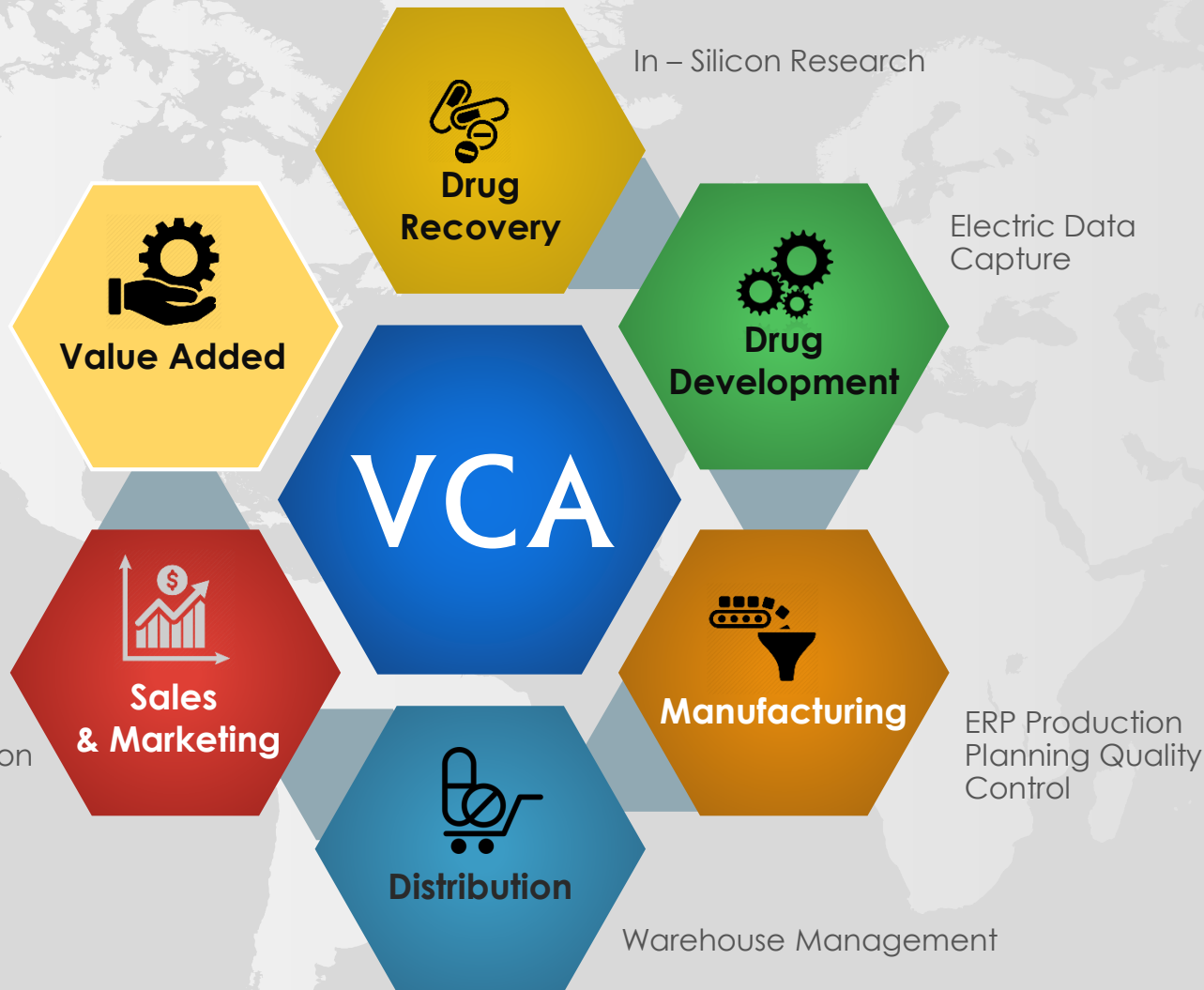
Integrated Intelligence for
Healthcare Industries

Pestle Analysis of Healthcare



Source: Frost & Sullivan

Our Value Add by Value Chain Analysis (VCA)



We are capable of screening any of the 4Ps of the healthcare system – Provider, Pharma, Payer or Patient (see Page 10) to identify a new chain of value whereby healthcare services' value will provide the best treatment at the minimal cost. We can also identify key activities within your organisation (e.g. bulk material procurement for Pharma) and around (e.g. raising pharmaceutical sales levels via innovative web based interfaces for Provider) and identify them with the competitive strength of your healthcare product or service.



Drug Recovery

Our Value Add – Drug Recovery

- Registered products nearing the end of their lifecycle can be low cost “recovery” candidates for other clinical indications or as an orphan drug.
- Orphan drugs may help pharma companies to lessen the impact of revenue short-falls caused by patent expiries of blockbuster drugs.
- Orphan drugs could offer a strategy for pharma companies to develop new areas of treatment and improved patient outcomes.

Pharm Bio allied Sci. 2010 Oct-Dec; 2(4): 290–299



Drug Development

Our Value Add – Drug Development

- We monitor your drug development strategy (DDS) to include all the necessary study designs, confirming the status of principal investigators involved, as well as inclusion of sufficiently robust statistical analyses along with realistic timelines.
- An element of contingency planning and risk management needs to be identified in the DDS.
- In assessing risks for adverse events and issues of concern in a clinical trial, not every risk carries equal significance. By Pareto’s Principle of the 80-20 rule, select the top risks that pose the highest potential for failure in your clinical trial and focus your monitoring and risk planning on those items.
- Other success critical issues we consider;
 - 1) Protection of intellectual property –Beyond NCE patent protection (PP), follow up with PP on processes as well; also there should be no time lag for registration of trade marks regardless of whether they are products or processes.
 - 2) Reimbursement –Investigation of the following in proposing reimbursement;
 - a) Pricing of any competing NCEs, Generics or Pharmacoequivalents.
 - b) Launch sequence particularly if there is multiple indication potential.
 - c) New government policies across multiple markets and reimbursement trends.
 - d) Influence of key opinion leaders, investigators and patient advocacy groups.

Our Value Add – Manufacturing



Manufacturing

- Review SOPs to maximise cost effectiveness and compliance with green chemistry processes- See our report Sustainability Metrics for Pharmaceutical Manufacturing (www.i3consult.com/i3shop).
- Monitor and re-negotiate supply manufacturing contracts so as to meet your organisation's standards thus streamlining inefficient customer interfaces.
- Integrate JIT and high end technology factory processes and synchronise with highly variable customer supply orders.
- Propose post –marketing services so as to expand the value chain.

Our Value Add – Distribution



Distribution

- To adapt to ever changing customer and market needs, the distribution strategy needs to be monitored and reviewed for cost effectiveness and for it's impact on sale.
- Further points of consideration for the distribution strategy;
 - ✓ Feasibility of emerging markets with high potential beyond logistics challenges.
 - ✓ Speed-to-market for NCE launches.
 - ✓ Response time for recalls and demand spikes.
 - ✓ Opt for the outsourcing advantage since they offer a proven business model and process.



Sales &
Marketing

Our Value Add – Sales & Marketing

- Power of the Internet has led to a far more patient-centric market and therefore your marketing message needs to focus on the patient rather than the product.
- Doctors are always busy, inundated with clinical information, so formulate content that addresses their questions specifically meeting their information needs.
- Use technology that enables content and messaging to be edited accordingly to the patient and physician needs but also have built-in compliance workflows.
- Develop your closed loop marketing (CLM) tool so that your sale rep finds it seamless tool for their particular patient or physician marketing channel and check for compliance with company marketing objectives.

Our Value Chain Analysis Tools

For the Pharma client we cross examine your organisation's profile in operational areas of Drug Recovery, Drug Development, Manufacturing, Distribution and Sales & Marketing and using the following software capabilities and propose the implementations needed:

- Business Process Management (BPM) technology to discover, model, analyse, measure, improve, optimize, and automate business processes within your organization.
- Unified Modeling Language (UML) diagrams to visualize the design of a new system in your organization.
- Create and assess workflow charts, organization charts, mind maps, project charts, network diagrams, wireframes, UI mockups and more.

Business Intelligence / Data Warehousing / Knowledge Management Integration / Data Mining / Enterprise Application Integration



Practices & Capabilities – Strategic Marketing Services

Using Google Analytics and our in-house software analytics we can scrutinize and provide premium strategic marketing solutions at a very affordable price on any of the so-called "4Ps" sectors of the healthcare business space:

- Provider e.g. hospital, clinic or clinical trial site.
- Pharma e.g. pharmaceutical, biotechnology and life sciences entities who design and make new medicines and devices.
- Payer e.g. insurance and government schemes which cover the costs of medicines and healthcare.
- Patients, who have become the most important component in this patient centric market driven by healthcare outcomes.

4P Strategy Services	4P Marketing Services
Visioning your 4P target – Patient, Provider, Pharma, or Payer or a combination of some of these <i>-What is your mission to capture this market?</i> <i>-What are your programme goals to achieve this?</i>	Market analysis for your 4P target - Patient, Provider, Pharma, or Payer <i>-What are the Political, Economic, Social, Technological or Environmental challenges of your healthcare product or service launch?</i> <i>-Will demographics, modality, competition or legislation change the share of your healthcare market?</i>
Strategic planning for your 4P target - Patient, Provider, Pharma, or Payer <i>-Does your strategic planning reflect your vision statements?</i> <i>-Have you targeted a niche part of the healthcare 4P landscape?</i> <i>-Have you defined your operational priorities for the 4P healthcare landscape?</i>	Marketing strategy for your 4P target - Patient, Provider, Pharma, or Payer <i>-What are your programme goals, budgeting, brand identity and messaging for your particular healthcare product or service?</i>
Business planning for your 4P target - Patient, Provider, Pharma, or Payer <i>-Is your budgeting & prioritisation realistic for the approved initiatives?</i> <i>-Are there any low risk funding initiatives available for this business planning?</i>	Campaign execution for your 4P target - Patient, Provider, Pharma, or Payer <i>-How do you conduct your promotional execution and result analysis?</i>

Our Strategic Marketing Tools

- Our search and lead list building capabilities will identify leads that can monitor any of the 4Ps of the healthcare sector 24x7 to provide the most current and active list of prospects from a database of 120 million business records and analytics deriving immediate and executable follow up steps.
- Our Generating Revenue tool assists in attracting, converting and closing leads with any Decision Making Unit (DMU) across all the 4Ps of the healthcare industry using website visitor tracking, deciphering lead information during Webinars and keeping the communication momentum with a potential lead channel.
- Specifically for Payer, Pharma and Provider sectors for healthcare, we refine the best prospects based on geographical location, organisation size, organisation revenue, position title and function by using one of the most comprehensive B2B contact database.
- We can create the perfect email tailored specifically to your 4P healthcare target audience, automate when to send such emails to your contacts, direct website target visitors to a customised landing page as well as create tailor made surveys to identify what your target audience most care about.



Our Strategic Marketing Tools (Continued)

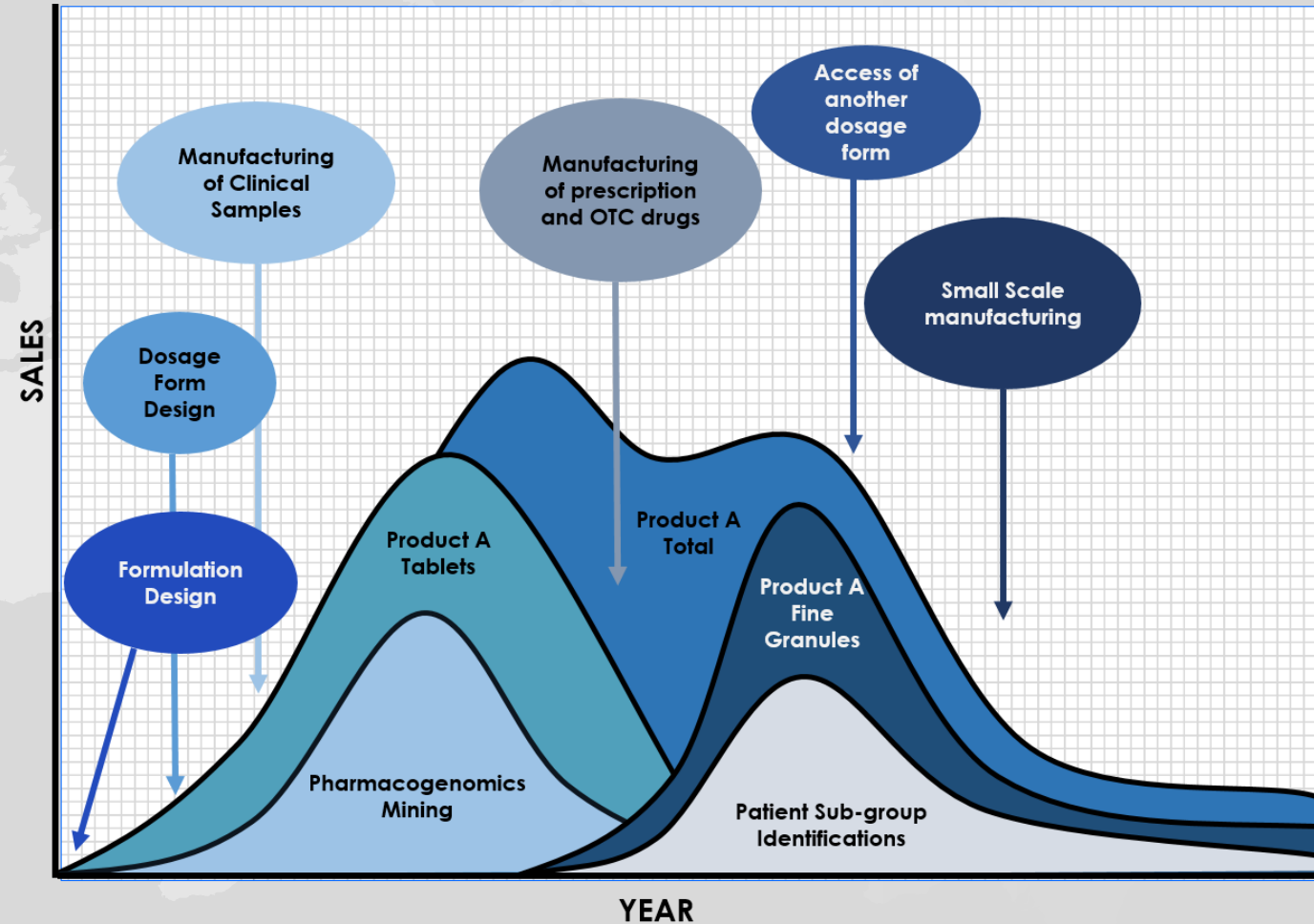
- To make optimum connection of Pharma sales force with healthcare Provider, we can implement a cost effective Customer Relationship Management (CRM) platform which features a number of cloud based applications all accessible on a single platform and from any desktop or device.
- We can distribute news announcements and promotion content across multiple online channels depending on your 4P healthcare communication objective. We can deliver your story to thousands of websites, industry-specific journalists and bloggers, search engines and across social media networks based on your target healthcare audience.
- At no extra cost, we can provide share buttons and follow buttons for social media accounts; provide plugins enabling Website analytics, Link promotions and Mailing List buildings.
- Also at no extra cost, we can raise the interaction level of your Twitter account with any of the 4P sectors based on the segmentation of your follower base.



Practices & Capabilities – Life Cycle Analysis (LCA)

Whether your launch has just gained regulatory approval or you're seeking to extend an existing therapeutic line, we will assess whether your chosen market and operational strategy is appropriate given the stage of the medicine's lifecycle. Your product may be at any one of the following stages of its lifecycle:

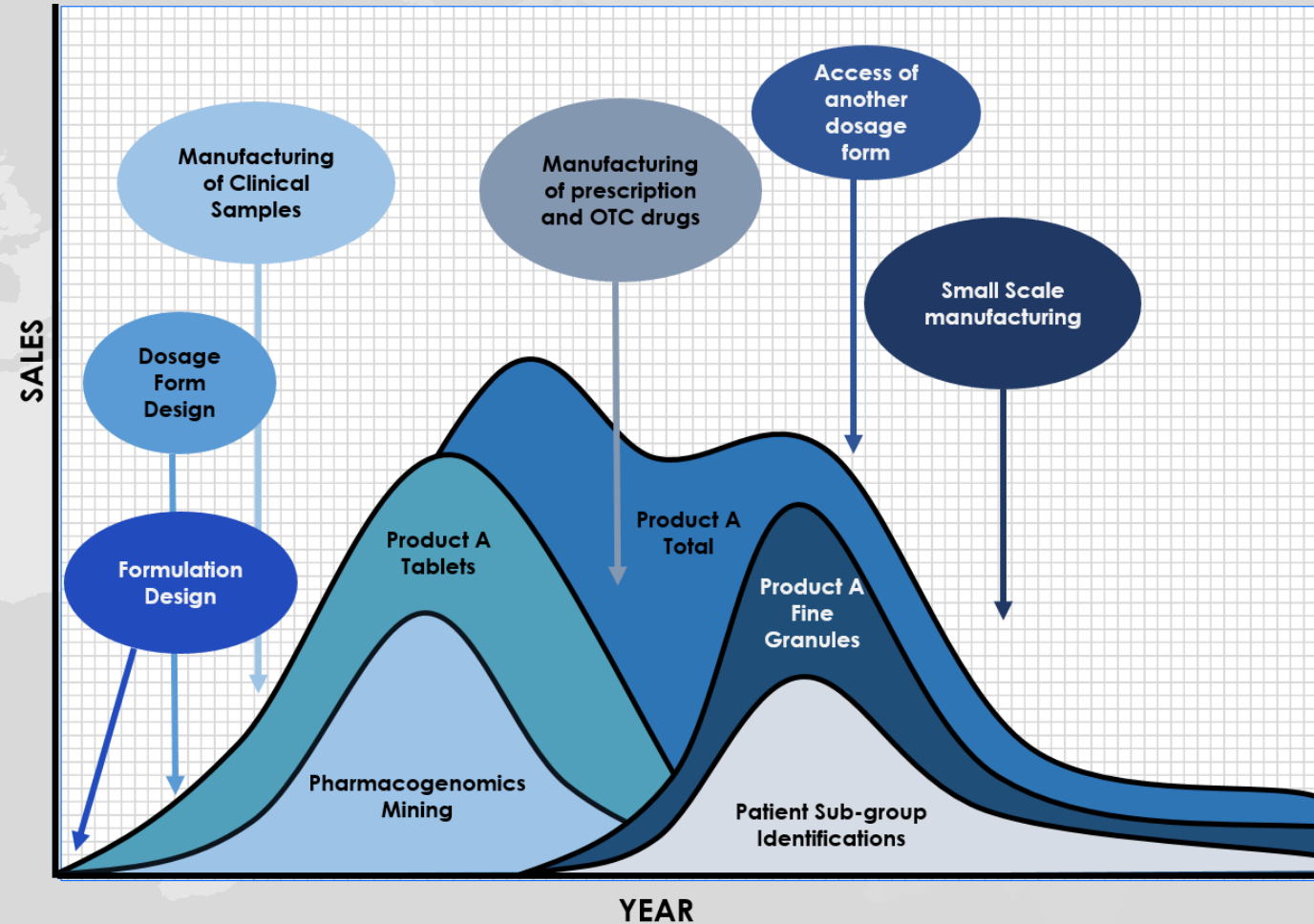
- **Introductory Stage** - just fresh on the market from regulatory approval.
- **Growth Stage** - enjoying a revenue surge from new patient awareness or buy-in.
- **Mature Stage** - reaping the rewards of brand recognition and competitiveness over other therapeutic class medicines.
- **Decline Stage** - has reached patent expiry with lower cost generics gaining ground.



Our Life Cycle Analysis (LCA) Tools

We can implement a very affordable LCA tool requiring zero maintenance but fully of your ownership making it the ideal and ongoing solution covering all the PESTLE (Political, Environmental, Social, Technological, Legal and Environmental – see Page 4) Factors affecting the life cycle of your product or service in the healthcare industry. The software tool is capable of the following features:

- Existing database licenses in Open Source
- Exporting and importing capabilities
- HTML Reporting
- Sharing of LCA models with your own client base
- LCA Review capability which is also shareable with clients



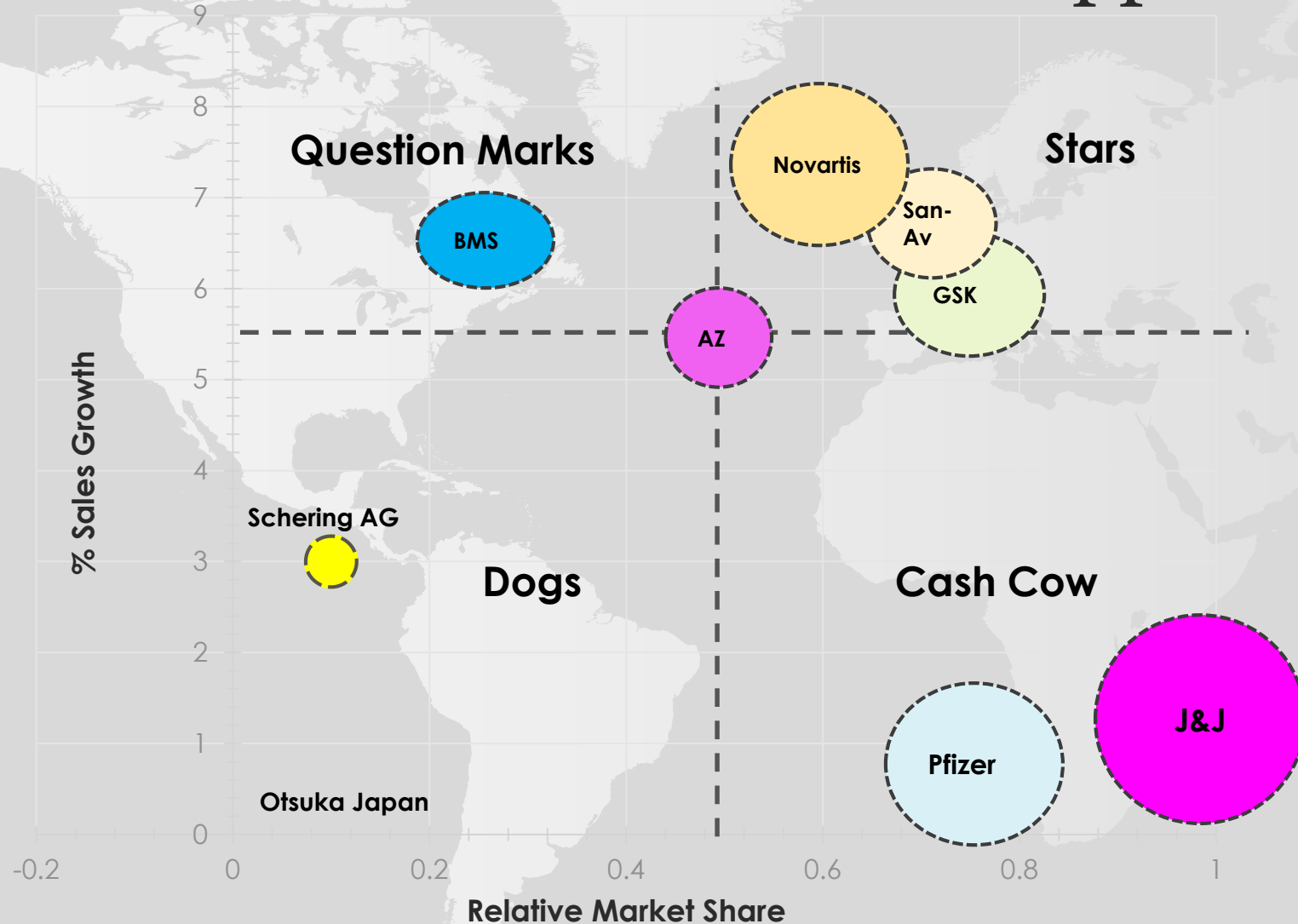
Our CTR Reporting Services

As i3 Consult continues to offer its weekly clinical trial reports (CTR) at www.i3consult.com/i3-clinical-trials-report/ on new drug therapies currently in clinical trials worldwide, we are seeking to use our CTR database as real world evidence in helping our clients to address the following critical success issues:

- Is the research sufficiently patient-focused?
- Have sufficient observational studies been used in the pre-approval and post market stages?
- Are there further opportunities for observational study data to save you time and money in your current clinical trial investigation?
- How observational studies can make a viable alternative to clinical trials or bridging studies.
- To identify stakeholders and determine what kind of observational research data is needed.



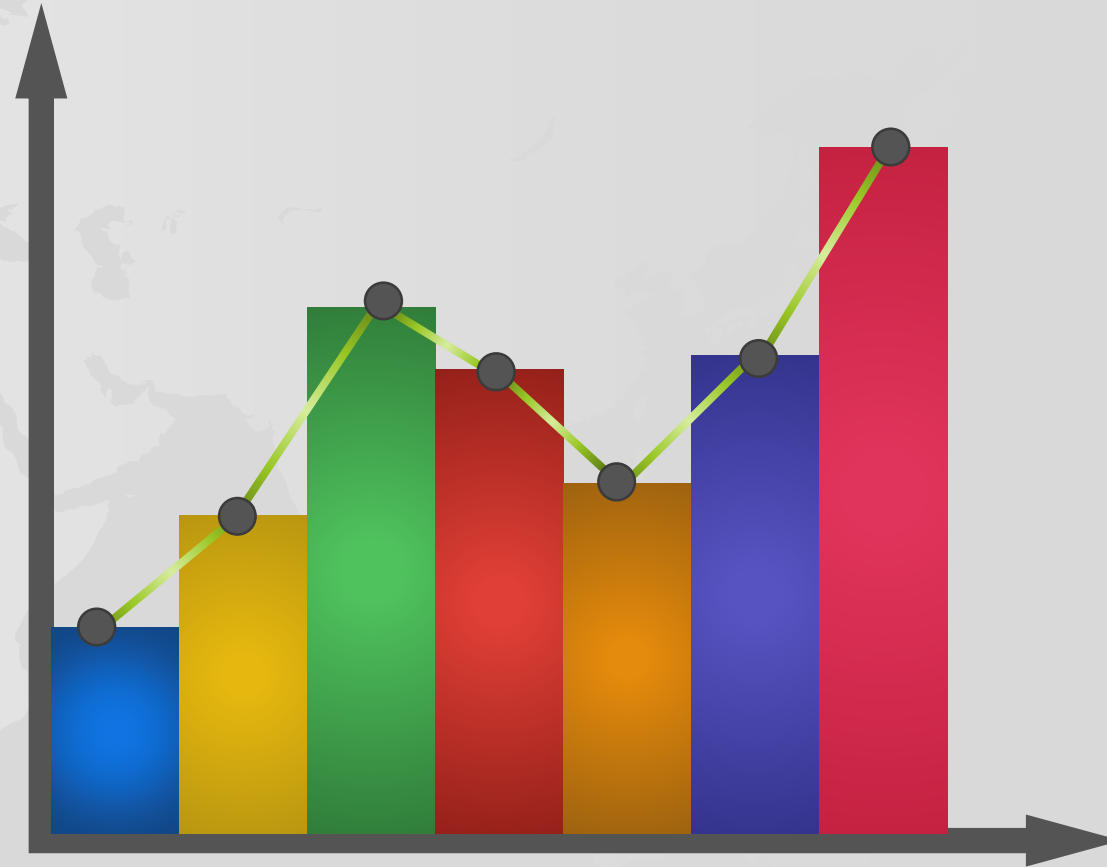
Framework Approach



Different countries have different pharmaco-economic systems for evaluating the efficient use of healthcare resources, here we clarify the profitability of your chosen market through frameworks such as Porter's Five Forces, Mc Kinsey's 7Ss, BCG Analysis, Strategic Clocking and other in-house models.

Financial Management Services

- Corporate Profiling using Financial Ratios, e.g. Current Asset Turnover Rates ($\text{Sales} / \text{Total Current Assets}$), Acid Test Ratios ($\text{Cash} / \text{Current Liabilities}$) & Capital Gearing Ratios ($\text{Debt Capital} / \text{Capital Interests}$) to harvest, hold, grow, turnaround or find niche with your current product portfolio.
- Product and R&D investment appraisal in terms of Net Present Value and Internal Rate of Return.



i3 Design Services

Whether it is a new Web site advertising space or hardcopy digital design of your company logo, we use our brand equity framework. Our design proposals will be shared with internal stakeholders and in line with the target communication objective(s) of the client and selection of the 4P segmentation target (Patient, Provider, Payer or Pharma - see our Strategic Marketing Services above), an optimal design solution will be implemented. For design refinement we use Adobe Creative tools, mainly Adobe Illustrator and Adobe Photoshop to design the logo and its elements but based on the requirements, we might use other software as well such as UI mockups for your new Web site design.

Brand Equity Framework Checklist	Action Taken
1	It should be readable and writable - the product or service name should be simple for people to pronounce and write down
2	It should be unique - We will come up with some unique names for your product or service so that when someone says the name, they mean your product/service. This will also help in search statistics.
3	Our brand name candidates will be short, punchy and memorable as this will make it easier for people to remember your product or service.
4	It should look good written down and sound “cool” to say – We will ensure that your brand name will “jump off the page” and stand out next to all the other words around it. When someone says it in a sentence, it should stand out so that everyone around pays attention.
5	It should evoke an emotion, a feeling or an idea - The brand name should be emotive and inspiring, it should tie back into what your product or service is, what is the feeling you want people to have when experiencing your product or service, and/or what idea are you trying to get across.

Our Deliverables & Fees

1



Our deliverables are from dedicated specialists and experts in the healthcare and life science industry rather than from new graduates and mid-career hires of the big consulting firms.



2



Unlike the blue chips consulting firms, our fees are very competitively priced and are based on the deliverables you specifically require.



3



We do not charge by the hour but more by the scope and critical need of the consultancy required.



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Contact Us



Check our website www.i3Consult.com for more services



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Contact us and we promise to be a listening ear to your affordability!!!