

A BETTER APPROACH TO LIFE SCIENCE

Execute confidently with i3 Consult

THE PROBLEM

Need to transform strategic operations



➤ **>10 years & \$4.6B** to develop a new drug¹

- ROI not optimal for new drug programs
- Siloed operations not ideal for maximizing profit margins & corporate efficiency

THE CHALLENGES



Complexity
of Processes



Budgetary
Constraints



Protracted
Timelines



Change
Management



Integration of
Operations

THE NEED

A strategic roadmap to accelerate pipeline portfolios, optimize operational integration and minimize costs of getting drugs to market.

THE i3 Consult SOLUTION

A Triad of Analytical Excellence



Cost Reduction Analysis

- Benchmarking & analysis of best practices
- Assessment of cost reduction opportunities
- Evaluation of business cases & estimation of effects
- Testing & refinement
- Prioritization of initiatives
- Development of an implementation plan for each initiative
- Integrating a global plan for implementing the cost reduction program
- Assemble program management operation unit
- Implementation of cost reduction program
- Evaluation of efficiency
- Transform to a continuous improvement system



Life Cycle Analysis

- Assessment of suitability of market & operational strategy for drug's lifecycle stage
- Implement pharmacogenomic data mining & identification of new patient sub-groups for IND opportunities
- Evaluation of formulation design, dosage design, clinical sample manufacturing as well as prescription & OTC cases for life cycle adjustments
- Exploit bridging & RBM data to fast-track approved products for new TA applications
- Feasibility studies to assess manufacturing & marketing scale up of mature products enjoying a revenue surge from new patient awareness and buy-in
- Assessment of new or extended patent applications to broaden and amplify the revenue-life cycle curve



Value Chain Analysis

- Assessment of provider, pharma, payer & patient segments to identify a new chain of value whereby healthcare services' value will provide the best treatment at the minimal cost.
- Evaluate silos in drug discovery, drug development, manufacturing, distribution, sales & marketing departments and implement intra-corporate linkages to develop value add-ons
- Identify key activities within & around macroenvironment of client organization to form new operational linkages that will synergize with the competitive strength of the healthcare product or service.
- Integrate a global plan for implementing a value chain program
- Evaluation of global value chain & transform to a continuous improvement system

VALUE PROPOSITION: To execute a strategic roadmap that will yield profit margin increases between 15-20%

¹ PharmacoEconomics volume 39, pages 1243–1269 (2021)

ABOUT US

i3 Consult is a specialized management consultancy focused exclusively on the healthcare, pharmaceutical, and life sciences industries. Led by Principal Consultant Wallace Macindoe, our firm partners directly with C-suite executives to unlock growth, reduce costs, and drive strategic impact through tailored, data-driven solutions.

WHAT WE DELIVER

1. Revenue Growth through Strategic Marketing Alignment

Outcome: Increased market share and sales volume

How: Targeted market segmentation, refined go-to-market strategies, and value-based messaging that resonates with key stakeholders.

Example: Boosted lead generation by 40% for a rare disease therapy through refined targeting and messaging.

2. R&D Optimization and Faster Time-to-Market

Outcome: Streamlined product development cycles and cost savings in R&D

How: Conducted value chain analysis and prioritized pipeline investment based on market demand.

Example: Delivered 15% cost savings for a pharmaceutical client by realigning R&D resource allocation.

3. Market Entry & Expansion Strategy

Outcome: Successful entry into new markets with reduced risk

How: Performed commercial due diligence and created localised rollout strategies with clear KPIs.

Example: Enabled multiple clients to enter the Chinese healthcare market through strategic partnership and compliance advisory.

4. Operational Efficiency and Cost Reduction

Outcome: Leaner operations and increased profitability

How: Identified inefficiencies in manufacturing and supply chain processes.

Example: Helped a CDMO reduce production lead times by 20% and cut costs by 12% through process optimisation.

5. Financial Modeling for Executive Decision-Making

Outcome: Data-driven capital allocation and investment clarity

How: Built comprehensive ROI and risk models for pipeline and commercial decisions.

Example: Supported board-level investment decisions with a \$25M oncology pipeline projection.

6. Competitive Intelligence and Strategic Positioning

Outcome: Informed decision-making and sharper product positioning

How: Delivered competitor benchmarking, landscape analysis, and white-space mapping.

Example: Guided a medtech firm into a less competitive niche based on market data and unmet need analysis.

7. Enhanced Stakeholder Engagement and Investor Readiness

Outcome: Stronger B2B relationships and successful fundraising

How: Developed compelling pitch decks, investor narratives, and stakeholder strategies.

Example: Coached a diagnostics start-up to secure \$10M in Series A funding.

LET'S WORK TOGETHER

If you are a C-suite executive seeking specialized, agile, and results-driven support for your next strategic initiative, i3 Consult is ready to partner with you.

Visit us at www.i3consult.com or connect directly with Wallace Macindoe at [LinkedIn](https://www.linkedin.com/in/wallacemacindoe).