## iNIZIO BIOTECH

It's time to reimagine health.

\$1.7bn net revenue in 2022

We're part of Inizio, a constellation of best-in-class companies. >750
PHDs
connecting rick
insight across
therapy areas

Partnered on 19 of the Top 20 Products in 2022

With Inizio, you can achieve more, innovate further and turn challenges into opportunities.

Partnered on 810 assets

across 14 Therapy Areas

>12,000 empowered experts

market insight
delivering
services in over

50 countries

Our five specialist business units

iNIZIO ADVISORY

## From science to strategy.

Create long-term value for patients through end-to-end advisory.

iNIZIO MEDICAL

## Delivering on the power of medical.

Creating compelling content to achieve outcomes that matter.

iNIZIO evoke

### Health more human™.

Unlocking growth through data-driven insight and human centricity. iNIZIO ENGAGE

## Commercialization and strategic engagement.

Creating personalized experiences that deliver improved treatment outcomes.



Find out how we can maximize value creation.



# Our services for biotech are highly personalized to you and we scale and flex as you need.

Here are some common services we deliver to biotech throughout clinical development.

#### **PHASE ONE**



**Corporate communications** 



Opportunity assessment and prioritization



Future landscape assessment



Clinical evidence needs

### **PHASE TWO**



Scientific communication platform



**Key Opinion Leader (KOL) mapping and engagement** 



**Experience maps** 



Value, pricing and access



**Evidence generation plan** 

### PHASE THREE



Commercial and medical services



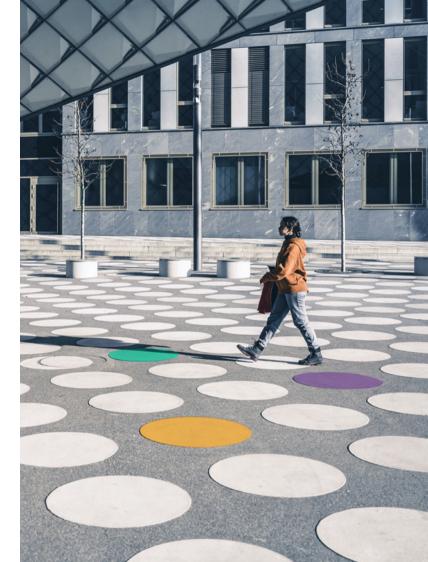
Data and analytics to support commercialization



Brand and creative development



Removing barriers to distribution



## Creating value for emerging biotech.



Best-in-class services across Advisory, Marketing, Medical and Engagement



At the right time in the clinical development journey



Supported by the specific therapeutic area and modality expertise you need



To deliver a highly personalized and dedicated service level



Coordinated through a single strategic point of contact



## Maximizing asset value at every opportunity.















CLINICAL DEVELOPMENT STRATEGY

MEDICAL AFFAIRS COMMERCIAL STRATEGY

EVIDENCE, PRICING & ACCESS

BRAND & CREATIVE DEVELOPMENT

HCP, PATIENT & PAYER ENGAGEMENT

#### Early to Late-Stage Clinical Development

- Landscape assessment
- Opportunity prioritization
- Clinical evidence requirements
- TPP development and testing

- Medical strategy
- Scientific communication platform
- Publications planning & execution
- KOL mapping & engagement
- · Medical events
- Investigator support

- Commercial opportunity assessment
- Product strategy, positioning & differentiation development
- Patient journeys & flow
- Launch excellence
- Program management office (PMO)

#### WE/HEOR Evidence

- · Gap analysis
- Study design & execution
- Writing & publications
- HTA development

#### Pricing & Access

- Landscape assessment
- Value proposition development
- Pricing & contracting

#### Branding

- Campaign & content development
- Communications (incl. media, PR & IR)
- Marketing technology

 Omnichannel strategy, engagement & training

Pre and Post Commercial Launch

- Patient solutions & services
- Medical education
- Service (incl. Med info)
  - Experiences
  - Analytics & KPIs