

Portfolio Strategy Advisory Solutions

In today's rapidly evolving landscape, portfolio growth strategy development and execution play a crucial role. Making informed and strategically aligned capital allocation decisions to optimise portfolio growth opportunities, execute on company strategy, and develop differentiated value propositions is essential.

We leverage extensive domain expertise, exclusive data resources, and diverse methodological competencies to deliver cutting-edge problem-solving strategies for the most complex challenges in the biopharma industry. Our innovative consulting model, fuelled by insights, enables collaborative problem-solving, strategic partnerships, and tailored solutions.



Customised Solutions Tailored to Meet Your Needs

Our services include, but are not limited to:

Target Product Profile Advisory

Gain valuable insights that blend perspectives from Norstella experts and HCP/KOLs to understand the strengths and weaknesses of the target product profile (TPP). Receive high-level recommendations for areas of focus and optimisation that will enhance your overall strategy.

- Do you have a solid understanding of the TPP for this asset or programme?
- Have you conducted an objective evaluation of this understanding?
- Have you verified the TPP in accordance with the most recent market, competitive landscape, and key opinion leader (KOL) insights?

Indication Selection Advisory

Benefit from comprehensive insights across various indicators that facilitate comparison and ranking, helping you prioritise and optimise portfolio and asset management decision-making. Our approach combines rich Norstella data with thorough secondary research and analysis to guide therapy area strategy development and indication opportunities.

- Is the indication/therapeutic area (TA) strategy still appropriate and effective?
- How have recent landscape developments influenced the strategy?
- How can you identify opportunities to expand the portfolio into new areas?

Product Opportunity Advisory

Gain detailed insights into your product's positioning, differentiation, and commercial viability. Utilising a robust Norstella data foundation, enriched with secondary research such as epidemiology, standard of care, PTRS, competition, adoption trends, and pricing to develop a comprehensive forecasting model. Plus, receive actionable recommendations for market success.

- How differentiated is the product value proposition vs evolving standard of care?
- How might the product compete in the market?
- What are the revenue potential scenarios for the product?

**Partner with us to navigate the evolving business landscape,
optimise your strategies and make impactful decisions.**



HOW WE HELP



Obtain objective perspectives and validate internal assumptions through data-driven insights.



Identify promising opportunities to expand your portfolio.



Access valuable insights to support evidence-based decisions regarding product, therapeutic area, and portfolio strategy.



Understand the ideal TPP to achieve regulatory approval, market access, and commercial success.



Utilise deep industry expertise and methodological capabilities to develop data-driven prioritisation models.



Gain specialised analytics to effectively position and differentiate products.

LEVERAGE AN EXTENSION OF YOUR TEAM

- Collaborate with a highly responsive global team.
- Make informed asset strategies and investment decisions.
- Access objective insight into product positioning and commercial potential.

Invest in informed decision-making, strategic growth, and market opportunity exploration with our portfolio strategy advisor solutions.

In this dynamic and rapidly evolving environment, making timely, data-informed, outcome-oriented portfolio planning decisions is imperative. Trust us to elevate your product, therapy area, and BD&L strategies to new levels of success by leveraging cutting-edge research, driving innovation, improving competitiveness, optimising your strategy, and making impactful decisions.

We're here to help you succeed

Get in touch to discuss how to leverage our best-in-class market data for portfolio strategy advisory solutions.

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