

Strategy and Consulting

Strapline 1: Helping you maximize value from investments, innovation, and insights

Strapline 2: Driving alignment between science and business

We help accelerate innovation by helping R&D decision makers optimize their portfolio, support the commercial viability of the pipeline, and drive alignment with corporate strategy.

Our strategy and consulting offerings help you overcome barriers to R&D success, such as focus on short term trade-offs that derail long-term organizational growth, concessions arising due to lack of data visibility into the asset pipeline, answering what-if scenarios confidently. Our domain and technology expertise can help you shorten innovation cycles, project R&D accountability, and avoid “safe” projects that deter the organization from pursuing high-value therapeutics that enable portfolio leadership.

Our expertise spans strategic portfolio management, R&D portfolio management, portfolio decision analytics. We have helped R&D leaders make more confident clinical and business decisions by helping them identify and develop differentiated offerings, prioritize pipelines as per strategic roadmaps, compare portfolio scenarios, while delivering transformative value.

Strategic Portfolio Management

Strapline: From pipeline growth to topline growth

i2e’s strategic portfolio management services help portfolio decision makers avoid debilitating short term trade offs to prioritize projects that maximize pipeline and organizational value.

Our strategy and consulting services helps R&D decision makers align R&D efforts with market needs and regulatory demands and help create opportunities for portfolio leadership. We evaluate opportunities to help you maximize the value of your clinical assets through the entire drug lifecycle. We help deliver revenue mapped strategies for portfolio assessment, diversification, therapy area evaluation, and forecasting.

Strategy: We help you evaluate existing unmet needs, market accessibility, early Target Value Propositions (TVPs) to guide right R&D investments decisions.

Develop: Forecast TVP revenue, drive planned investments across the full projected lifecycle.

Monitor: Evaluate new-to-market innovation proposals, develop trade-off management strategies to monitor portfolio health.

R&D Portfolio Management

Strapline: From ambiguity to clinical certainty

Our domain experts integrate strategic R&D goals and horizon planning to develop empirical simulation models that can demonstrate probabilities of success for various assets in the R&D portfolio.

We prioritize top- and bottom-line metrics such as Likelihood of Approval (LOA) and Phase Transition Success Rate (PTSR) of a drug using proprietary ML models, while recommending strategies for value maximization. Our team of experts evaluate strategic deliverables right from opportunity

identification, unmet needs, economic value of drug right down to the eNPV and commercialization costs.

Value management: Whether you want to build market or therapy focus, our portfolio management services help you align innovation to strategy, pre-empt and manage portfolio risks.

Predictive analytics: Reduce time-to-market, all through predictive analytics that inform better decisions.

Risk management: Manage project uncertainty to determine project funding/closure. Manage adverse events better by leveraging available institutional and industry knowledge.

Data visualization: Guide portfolio review conversations through better data visualizations.

Portfolio Decision Analytics

Strapline: Aligning portfolio value with organizational value

Our capabilities in predictive analytics help R&D executives drive portfolio value management to identify right optimizations for portfolio growth. Our domain experts help uncover performance insights by leveraging scenario and sensitive analyses, data visualization, while creating a more transparent R&D portfolio and enabling cross-functional collaboration.

Capital budgeting: Drive productive intra-organizational investments by having full visibility over the R&D pipeline.

Project selection: Maximize portfolio value through the right selection of assets and investments.

Decision analysis: Identify uncertainties, create efficient frontiers based on variables like eNPV, and Expected Commercial Value (ECV).

Medical Affairs

Strapline: Get evidence, analytics and insights to drive medical organization excellence.

Medical Affairs teams are increasingly looked at to provide not just scientific insights but strategic leadership as well. The role of Medical Affairs is beyond interacting with provider, payers, and patients segments. It is also about novel interventions such as applying AI to clinical trials, digital HCP interactions, leveraging machine learning in field medical interventions.

I2e's offerings in Medical Affairs help you to not just drive medical strategy and medical communications but drive medical organization excellence.

Strategy: Refine your medical strategy mission, tap into science, evidence and analytics to influence early development, drive awareness during pre-launch phase, and support Continuing Medical Education (CME) throughout post-launch phase.

Evidence: Deliver practice changing data by embedding analytics into your clinical development planning with insights validating disease area to support the ongoing management of evidence-generation plans.

Engagement: Drive better HCP engagement by getting access to deeper insights: Not just KOL influence matrix, but sentiment analysis, identifying upcoming KOLs, and interaction scheduling.

