

## **Business Research**

Strapline: Better evidence for faster decision making

Life sciences organizations have historically not been at par with their industry peers for digital maturity. With data coming in from sources as disparate as field communications, to contact centers, to payer observations, to research databases, there is an immense need to not just structure but transform data for a strategic advantage.

Our business research services help you in using data to build your digital moat, whether it is in competitive intelligence or develop novel market access strategies.

## **Competitive Intelligence**

Strapline: Creating limitless possibilities with insights

i2e's competitive intelligence suite is a rapid deployment solution to equip your competitive intelligence team with valuable insights from your recommended databases and industry specific public domains.

Our CI solution is a powerful tool that empowers R&D executives with real-time insights into the competitive landscape. Access to breakthrough information can help executives like you influence company strategy. Our platform leverages advanced data analytics, machine learning, and natural language processing to gather, analyze, and distil vast amounts of information from diverse sources, providing a real-time and dynamic view of the market.

*Comprehensive competitor analysis:* Through our real-time centric analysis, you can stay informed about the latest activities, developments, and milestones of key competitors. This will enable you to have a full view of the scientific landscape, right from identifying potential collaborators, partnerships, and to staying updated with emerging trends.

*Pipeline and Product Insights:* Pulse provides a detailed pipeline analysis helping you stay ahead of potential threats and opportunities. You can use Pulse to assess the success and market performance of competitor products, enabling strategic decision-making, ahead of others.

*Regulatory and Market Access Intelligence:* Stay current with our Regulatory Landscape Monitoring feature, apprising you of regulatory changes and approvals affecting competitors.

*Market Access Trends:* Understand the evolving market access landscape to inform pricing and reimbursement strategies.

*Collaboration and Integration:* Integrate CI insights from Pulse with existing R&D workflows for streamlined decision-making.

*Collaboration Tools:* Facilitate collaboration among cross-functional teams by providing a centralized platform for sharing intelligence.

## **Market Assessment**

Strapline: Optimizing access and reimbursement with real-world evidence.

Whether it is a small biopharma organization evaluating their drug commercialization strategy for their first therapy, or a Big Pharma organization optimizing their market access for emerging markets, i2e's market access solutions have helped drive effective market access deployment.

We help you manage and communicate value in both conventional and evolving models of care, prioritizing stakeholder engagement to drive brand success.

The right market access strategy empowers successful commercialization. With variables such as complex benefits and utilization management practices, payer-side consolidation, managing multiple stakeholders such as payers, clinicians, technical experts, and HTAs, market access has been a challenging area. We help you identify challenges, anticipate risks early in the development process and throughout the product life cycle.

An effective market access strategy helps a drug deliver on its true promise and shape the future of the therapy area in the crucial years post launch. Good market access governance ensures trust building amongst key stakeholders right from providers to patients. Here is how we help you drive multi party trust, strategy engagement and therapy value.

*Regulatory:* Our solutions help market access decision makers in driving timely marketing authorizations by utilizing local medical share-of-voice. Incorporate clinical, economic, and analytical evidence for demonstrating therapeutic value in a real-world setting.

*Pricing and reimbursement:* We help launch teams reduce reimbursement rejections through appropriate pricing and reimbursement simulation modelling with our custom reimbursement solutions. We enable you to secure localized pricing information and inclusion in reimbursement lists by incorporating local evidence considerations related to coverage and reimbursement, enabling you to leverage insights to drive successful interventions and negotiations.

*Infrastructure:* We help you identify bottlenecks in healthcare infrastructure and overcome challenges through initiatives such as continuing medical education interventions for underrepresented specialities in your target markets.