

less than 15%

of drugs that enter clinical trials ever reach the market,
in oncology that number drops to less than 10%

and nearly 40%

of the drugs that do significantly underperform
their expectations in revenue

Turn volatility into vision. De-risk every step with precision.



Value Levers:

- Line of Sight Through LOE
- Deep Competitive Monitoring
- Unmet Needs Assessment
- Market Access & Policy Shift Modeling
- Pre-Built GTM Frameworks
- Integrated Evidence &
- Real-World Relevance
- M&A Suitor Mapping & Scorecarding

Traditional Consultant Cost	How EMME Connect™ Addresses	Savings Potential
Redundant CI / Market Research	Centralized landscape + competitor tracking engine	\$250K–\$500K
Disconnected pricing/access teams	Unified modeling for US, EU, UK	\$500K–\$1M
Separate commercial planning + persona dev	Integrated positioning + behavioral analytics	\$300K–\$600K
Disjointed GTM & brand mapping	Strategic Action Plan + Brand Strategy Map	\$500K–\$1M
Uncoordinated, unstructured data sharing across consultants	Real-time collaboration and shared dashboards; Smart ingestion & normalization; Context-Aware Summarization	Operational efficiency

To support a smooth acquisition, we provide a customized **emme engage** portal, transferring all data, research, and strategic assets from our **emme connect** platform—delivering searchable, actionable insights and end-to-end continuity from early concept through LOE.