THOMSON REUTERS LIFE SCIENCES CONSULTING

DATA AND INSIGHT DRIVEN LIFE SCIENCES CONSULTANCY

OUR R&D EXPERTISE

- Proof of Concept (PoC) decision making
- Investment options
- Pipeline modeling
- Portfolio risk management
- Return on investment
- Strategy analysis
- Productivity assessment
- Performance dashboards
- Cost optimization
- Performance improvement

WHO CAN BENEFIT

- Portfolio and project management
- Commercial operations, business development and licensing
- Performance management and metrics, process excellence
- Corporate and R&D strategy groups
- Therapeutic area teams
- Clinical operations

Thomson Reuters Life Sciences Consulting provides consulting services to the biopharmaceutical industry, industry associations, and academic institutions. We work within the Healthcare & Science division of Thomson Reuters, the world's leading source of intelligent information for businesses and professionals.

WHY WORK WITH US?

Thomson Reuters Life Sciences Consulting has access to an unrivalled array of data sources from across the Thomson Reuters portfolio, from *Thomson Pharma*® and *Thomson Reuters Integrity*℠ to the long-standing CMR International global R&D, clinical, and Japanese performance metrics databases. This allows us to provide quantitative data and insight-driven consultancy services unavailable elsewhere.

Our team of highly qualified consultants bring depth of industry knowledge and experience to their engagements. Proprietary internally developed methodologies, data visualization and analytics tools, and powerful modelling capabilities serve to set us apart.

OUR APPROACH

We treat every client project as a close collaboration. By working with you to frame the question, be it a business challenge or opportunity, we ensure the collaboration is driven where you want it to go.

Our approach begins with the underlying data — Thomson Reuters and CMR International data sources are known as the best within their respective fields. Selecting the right analysis is the next step, presenting the data in a form that is useable to you. Finally, we add insight derived from consulting experience and industry knowledge to give you pragmatic steps to take action.

Before we start a project we perform a round of internal due diligence to investigate which Thomson Reuters assets we can draw on to provide data-driven and fact-based insights, and therefore provide results you can have absolute confidence in. We then work with you to define project objectives and scope and provide you with a proposal that is fit for your needs.

THE BIG NUMBER

3x

Projects with a confirmed proof of concept milestone date are three times as likely to reach the market from phase II as those without. Visit our website to learn more.

go.lifesciencesconsulting.thomsonreuters.com

OUR CLIENTS

We work with key decision makers at the world's top biopharmaceutical companies, as well as biopharmaceutical industry associations and academic institutions.

Our clients all have one thing in common — a desire to drive excellence in their organizations. Whether your goal is to optimize your drug development programs, assess your own process bottlenecks, or evaluate new investment opportunities, we can help.

Examples of achievements include:

- Understanding drivers of phase II performance at a top 10 global pharmaceutical company.
- Identifying indication investment opportunities at a mid-sized global pharmaceutical company.
- Improving understanding of performance metrics in clinical operations at a mid-sized global pharmaceutical company.
- Investigating approaches to innovation and use of metrics in the pharmaceutical industry with a top US university academic group.

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OUR R&D EXPERTISE

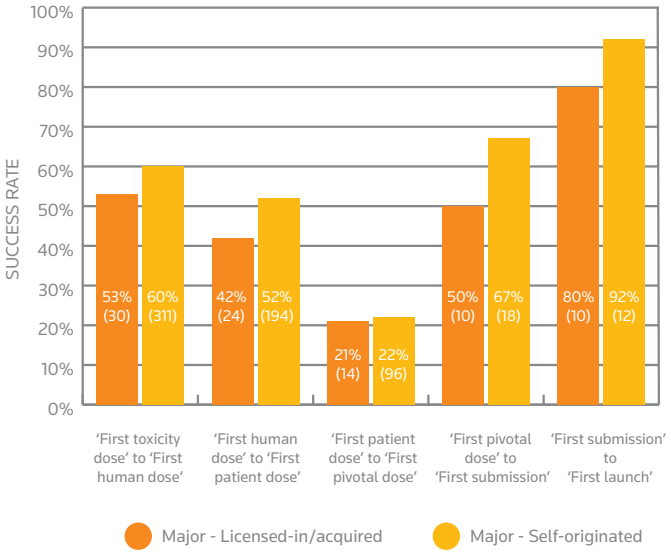
DECISION MAKING (PoC)	Understand the key drivers and decision-making criteria at the clinical proof of concept stage gate, in order to define best-practice decision-making frameworks
INVESTMENT OPTIONS	Leverage industry metrics to better understand therapeutic and indication areas in terms of technical, commercial, and risk viability
PIPELINE MODELING	Plan the product portfolio pipeline to better understand current pipeline flow and value, and to optimize strategies for future management
PORTFOLIO RISK MANAGEMENT	Better assess and manage risk within the pharmaceutical R&D value chain through a full lifecycle approach to risk management, where potential risk is identified and tracked in a prioritized status through to completion
RETURN ON INVESTMENT	Use R&D expenditure data, combined with proprietary pharmaceutical sales information, to provide business insight into which companies, therapy areas, and strategies provide the highest return on investment in R&D
STRATEGY ANALYSIS	Develop and implement R&D strategies to transform productivity and efficiency, build capabilities, and maximize the value of innovation throughout the pharmaceutical R&D chain
PRODUCTIVITY ASSESSMENT	Use an evidence-based approach with metrics to diagnose and solve tactical bottlenecks within the R&D development lifecycle
PERFORMANCE DASHBOARDS	Create dashboards and scorecards to drive business strategy decisions and allow proactive decision making
COST OPTIMIZATION	Understand cost drivers of R&D program and clinical trial designs, benchmarks for cost drivers, and options to reduce costs
PERFORMANCE IMPROVEMENT	Measure and understand performance drivers at all stages of the R&D lifecycle to develop strategies/solutions in support of R&D operational improvement and globalization

FEATURED INSIGHT

Licensing external innovation is a popular approach to strengthen drug pipelines, with dependence on externally sourced compounds likely to increase as R&D organizations become less internally focused.

However, success rate records analyzed by *Thomson Reuters Life Sciences Consulting* from *CMR International* data shows that in-licensed products are more likely to fail, in particular at phase III and submission (for the major company cohort, R&D spend ≥US$2billion).

(n) = number of active substances



ACTIVE SUBSTANCE BETWEEN PHASE SUCCESS RATES (2008) FOR THE MAJOR COMPANY COHORT, BY ACTIVE SUBSTANCE ORIGIN

While the industry should continue to look externally as well as internally for the most innovative science and promising therapies, these results suggest that externalisation strategies are sub-optimal — major companies must continue to focus on improving due diligence and early development decision making.

Contact us to find out more about *Thomson Reuters Life Sciences Consulting* or visit go.lifesciencesconsulting.thomsonreuters.com

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