



Take advantage of our breadth of experience, knowledge, and networks in the pharma and life sciences industry to position your business for success.

- *Market Research*
- *Market-based Strategic Planning*
- *Business Development*



Pharmacision

Strategic insight. Better business decisions.

WHAT WE CAN DO

Our array of services spans the continuum from market opportunity assessments to new product strategic planning and business development.

Typical Pharmacist Projects

Brand Strategy Development

New Product Strategic Planning

Market Opportunity Assessments

In-Licensing Assessments

Competitor Landscape Assessments

Business Valuations

Licensing and Portfolio Strategy Support

Pharmacist Partnering Services

Business Development & Licensing Support

Marketing Project Management

Business Plan Development

Freelance Moderating



HOW WE CAN HELP

Pharmacision Value

Our holistic project approach focuses on fully understanding your business and providing customized solutions and strategies to achieve success.

Pharmacision works with a networked team of seasoned pharma/biopharma industry veterans and market research experts. These experts combine seamless integration of market intelligence and target customer feedback into strategic planning processes, brand strategy development, forecasting, and financial valuations of business opportunities.

Our comprehensive project approach addresses key commercial business needs and provides deliverables to help you make better business decisions. We focus on providing strategic insight and tailored solutions as efficiently and cost-effectively as possible.



Pharmacision Partnering Services

Pharmacision has the breadth of knowledge and industry experience to partner with you and help support key strategic business development and marketing initiatives.

Business Development and Licensing Support

With strategic insight to support quick turnaround opportunity assessments, and a wide network of industry contacts, we are well positioned to help you develop and implement business partnering and licensing strategies.

Marketing Project Management

When you need extra brand management support, we provide interim brand management services and can serve as a point person to manage projects with your existing market research vendors, advertising agencies, PR firms, or secondary data providers.



Knowledge-driven Approach

We believe that market opportunity assessments need to drive strategic planning and business development decision making.

Whether developing a commercialization plan for lead candidates in early stage development, evaluating the future potential of in-licensing candidates, or developing the brand strategic plan for a pipeline compound in late stage development, it's crucial to have a clearly defined market-based strategic plan. We help deliver roadmaps to achieve success and help drive the construction and implementation of business plans, marketing plans, pre/post launch brand strategies, licensing decisions, and partnering efforts.



Find out how Pharmacision can engage with you at strategic and pivotal decision points to help uncover market opportunities and develop profitable business plans and strategies.



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