

BUSINESS DEVELOPMENT, LICENSING & ACQUISITION

Although essential, clinical trial success and regulatory approval are no longer sufficient to guarantee commercial success; an asset's value is ultimately determined by its market access and reimbursement.

When assessing licensing and acquisition opportunities, it is essential to take a systematic approach to understanding the market access potential of the asset by evaluating the likelihood, timing and post-launch sustainability of a potential asset.

ALIGNMENT AND INTEGRATION

- Navigant is uniquely positioned to support our clients, as our team members offer expertise across multiple dimensions essential for successful assessment and execution.
- Our internal capabilities mirror the functions involved in assessment and decision-making for BDL&A.
- Navigant takes a fully integrated approach that reflects external market access realities and aligns to and informs internal decision processes.



APPROACH

- Navigant has significant experience in collaborating with BD&L teams, and offers support across the spectrum of activities, from rapid assessment of targets, to fully substantiated, in-depth due diligence.
- We leverage our expertise in Pricing, Reimbursement & Access for each evaluation, assessing the funding source at launch; level of innovation; trial design and comparator selection; price potential and sequence of potential future indications.
- Our in-house research and analytical capabilities are broad; primary research capabilities include in-depth interviews, focus groups, internet surveys, and access to multiple stakeholders, and secondary research of scientific literature, financial analyst reports, utilization databases, industry reports and databases.

Rapidly Assess	Validate	Substantiate
Navigant Expert Assessment with Internal Panel, Proprietary Data and Subscription Resources; Limited External Input	External Validation of Asset's Value Proposition among a small sample of stakeholders across geographies	Confirm & quantify the value and opportunity among a larger sample in potentially more countries
Functional Contributions <ul style="list-style-type: none"> • Science and Tech • KOL interviews (N < 5) • Technology Assessment 	Functional Contributions <ul style="list-style-type: none"> • Science and Tech • KOL interviews (N=15) • Corporate planning 	Functional Contributions <ul style="list-style-type: none"> • Science and Tech • KOL interviews (N=15+) • Technology Assessment • BD&L
Market Access <ul style="list-style-type: none"> • Competitor pricing US & EU5 • Internal Expert Assessment of Unmet Needs, Likelihood to Fund, and Anticipated Restrictions 	Market Access <ul style="list-style-type: none"> • US & EU5 qualitative interviews (N=8-10) • HTA decision overview key markets (NICE, IQWiG, HAS) 	Market Access <ul style="list-style-type: none"> • Qual / Quant substantiation • TPP Assessment • Price expectation • Restriction Analysis • Key Value Messages
Commercial Strategy <ul style="list-style-type: none"> • Differentiation matrix 	Commercial Strategy <ul style="list-style-type: none"> • Customized 	Commercial Strategy <ul style="list-style-type: none"> • Customized
Forecasting	Forecasting	Forecasting

NAVIGANT VALUE-ADD IMPACT

- Navigant has conducted numerous studies providing valuation advice and due diligence work for pharmaceutical clients, with a geographic span including US, EU-5, Japan and BRIC countries.
- We have a full service offering to support licensing and acquisitions, with a multi-disciplinary team of PhDs, physicians, consultants and industry experts to leverage required expertise.
- In addition, the Navigant Capital Advisory Group can offer specialized services including valuation, financing and deal structure.

LIFE SCIENCES GLOBAL MARKET ACCESS CENTER OF EXCELLENCE:

ENVIRONMENT:

- Payer / stakeholder mapping
- Unmet needs & value driver assessment
- TPP Assessment & evidence requirements
- Payer funds flow / care re-design & pathway implementation
- Coding/Billing & Reimbursement Analysis

VALUE:

- Value Proposition Optimization
- Key Value Message Testing by stakeholder group
- Value story development
- Objection handling
- Roadmap for launch
- BD&L Assessments

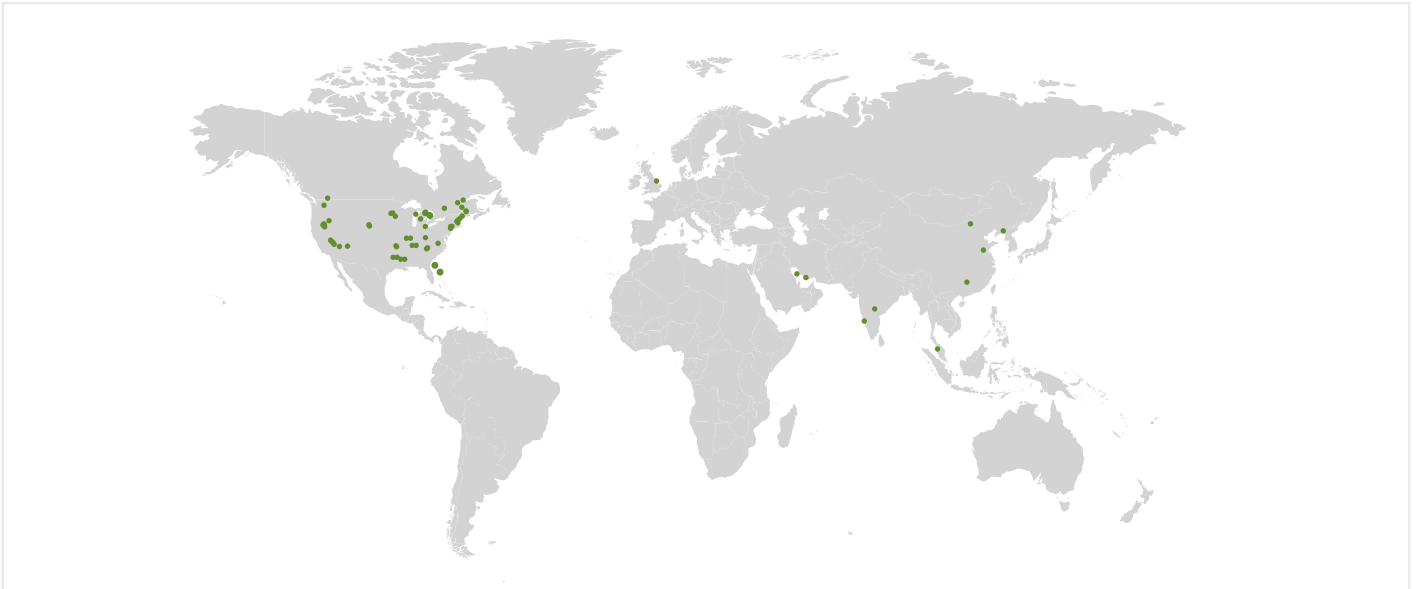
PRICING & REIMBURSEMENT:

- Qualitative Price Assessment
- Quantitative Price Finding & Access Studies
- Price build-up models
- Innovative pricing, contracting & managed entry agreements
- International Reference Pricing & Launch Sequence Modeling
- Mock Negotiations

EVIDENCE & Non-Interventional Studies:

- Clinical trial design & evidence requirements
- Retrospective Chart Reviews
- Pharmaco-epidemiological studies
- Patient / caregiver reported outcomes
- Registries
- Data mining

NAVIGANT'S GLOBAL OFFICES



- **Expertise in Pricing, Reimbursement & Access:** A dedicated global team with deep expertise in pricing, reimbursement and market access across product development and lifecycles
- **Global Network of Stakeholders:** Access to a broad range of stakeholders including national, regional and local payers, pharmacists, key opinion leaders (KOLs), physicians and patients
- **Rich Knowledge of Major Therapeutic areas:** Oncology, immunology, pain, cardiovascular, metabolics, antibiotics and vaccines
- **Rigorous Analysis to Deliver Tailored Actionable Insights:** Advanced analytics, innovative methodologies, and qualitative and quantitative research techniques designed to bring actionable insights
- **Industry Experience:** Extensive pharmaceuticals, biotech and medical devices experience in both commercial and clinical development
- **Global & Regional Perspectives:** We have the ability to deliver global, local and affiliate engagements through our global capabilities and resources

NAVIGANT'S LIFE SCIENCES EXPERTS

Susan J. Suponcic, PhD

Managing Director, Americas
+1 484 905 2167
susan.suponcic@navigant.com

Dr. Ravi Degun

Director, Europe
+44 7825 324 033
ravi.degun@navigant.com

Parvez Hakim

Associate Director, Middle East
+44 7976 391 721
parvez.hakim@navigant.com

Mirabelle Mi

Associate Director, Asia
+86 136 7113 2225
mirabelle.mi@navigant.com

[navigant.com/LifeSciences](https://www.navigant.com/LifeSciences)