

Use Case

# Biotech Kickstarter

Clarify your competitive landscape and optimize your positioning to effectively address unmet medical needs

---

Pharmaprojects, Biomedtracker and Datamonitor Healthcare give you all the intelligence and analysis you need with the granular detail you want to make better strategic decisions about your pipeline and portfolio.

Do you need to:

- 1 Know who your competitors are and what they are doing in the market?
- 2 Assess impact and benchmark events, deals, company movements and patents?
- 3 Assess the future market potential for drugs in the pipeline?

---

↓ The Solution





## The Solution

Together, Pharmaprojects, Biomedtracker and Datamonitor Healthcare form the leading end-to-end intelligence solution designed to help you understand the global drug development pipeline, competitive landscape and the so-what of your competitors' drugs and trial milestones.

### Biomedtracker

Biomedtracker enriches your strategic lens with real-time events tracking and analysis to help you understand how impactful market movements and drug developments could impact the value of your assets.



Get the latest real-time analysis of drug development pipelines and competitive landscapes, including Drugs, Companies, Deals, Indications, Targets, Trials, Product Sales and more.



Improve your risk-reward ratio with multiple perspectives on the chances of approval for pipeline drugs.



Make better informed decisions faster. Access deal summaries, financial and analyst commentary to help you evaluate assets, find partners, and prepare optimal deal terms for your business.

### Pharmaprojects

Pharmaprojects helps you understand the global competitive landscape from pre-clinical right through to market, to be alerted to key milestones and timelines for competing drug development programs.



Validate your clinical and pre-clinical strategies by analyzing similar programs within a specific drug/MOA etc. class.



Learn where comparator drugs are approved to support country-level decisions for protocol placement.



Our focus on industry sponsored drugs provides a more accurate competitive view.

### Datamonitor Healthcare

Understand the future market potential of assets in development and how they will impact the market.



Get clarity on the size of patient populations with prevalence and/or incidence forecasts by disease alongside current treatment pathways.



Understand physician and KOL consensus on current and future therapies with in-depth insights into prescribing trends, unmet needs and more.



Understand market potential including successful and at-risk drug classes, threat of substitution, and payer pressure, and see the overall attractiveness of marketed and pipeline therapies.



#### Ask the Analyst - included as part of your subscription

You'll also get direct access to the global team of industry experts, including PhD and MD Scientific analysts, available to help answer your questions as you research and build your business strategy.

To learn more about Pharma Intelligence solutions and the advantages we can deliver to your company, please visit: [pharmaintelligence.informa.com](http://pharmaintelligence.informa.com) or email: [Pharma@informa.com](mailto:Pharma@informa.com)