



PHARMACEUTICALS & MEDICAL PRODUCTS

Pharma companies must navigate with uncertainty and risk throughout the business system, but particularly in R&D and Marketing. High development costs and attrition, long lead times, uncertain product profiles coupled with evolving regulatory requirements and unknown market environments make development a risky venture. Vose Consulting has wide experience in risk analysis, and can help unravel the complex interactions between risk drivers, to support better decision making under uncertainty.

OUR CAPABILITIES

Risk Analysis techniques have key applications in Business Strategy & Development (e.g. portfolio management, licensing, M&A, and general valuations), Sales & Marketing Planning (sales forecasting, resource allocation, etc.) and Clinical Development – e.g. epi, study design, project management, registration & drug safety. A variety of modeling techniques can be applied to understand risks and opportunities, such as Monte-Carlo simulation, DCF modeling, efficient frontier, Value at Risk (VaR), decision tree analysis and real options – and provide the foundation for informed resource allocation, risk mitigation and contingency planning.

Vose has consulted to 5 of the 10 largest pharma companies, and draws from risk experience in health related – animal health, food safety & human health – and “synergistic” industries such as oil & gas and insurance. The founding partner David Vose is the author of *Risk Analysis* (John Wiley), has lectured at Harvard on probabilistic risk assessment and was awarded the US-FDA Commissioners Special Citation, 2000, for work on a pharma-related issue.

EXAMPLE PROJECTS

Detailing Territory Optimization Model

- ◆ **Problem:** As rep salary is performance-based and geographic regions have different distributions of physicians, prescribing potential and distances to travel, the regional sales management for a pharma major retained Vose to develop a tool to perform an equitable & optimal allocation of detailing territories.
- ◆ **Solution:** A flexible, user-friendly model was developed that allowed the client to optimize the allocation of territories considering multiple variables.
- ◆ **Result:** Documentation & training enabled the customer to use and modify the model without re-engagement of Vose. Given high impact, roll-out to other countries is being explored.

Standard Project Valuation Model

- ◆ **Problem:** A large pharma company was negotiating a key licensing deal with clauses providing both parties with a number of options to change the deal structure years after the original deal. Client wanted to understand what would be the break-even deal structure.
- ◆ **Solution:** Vose built a comprehensive Monte Carlo simulation model to uncover the break-even deal structure, given the uncertainties and risks related to the licensing deal.
- ◆ **Result:** The detailed explanations and results of the model provided the client with a comprehensive understanding of the trade-offs of the deal structure and a significant advantage in negotiations of terms with the counter party.

Vose Consulting has provided great value for many satisfied clients. Please contact us! We would be happy to discuss your circumstances and how we can help your organization save money and use time more effectively.

CLIENTS

- ◆ Accuray
- ◆ Anacor Pharmaceuticals
- ◆ AstraZeneca
- ◆ bioStrategies Group
- ◆ Eli Lilly
- ◆ GlaxoSmithKline (GSK)
- ◆ Johnson & Johnson
- ◆ J&J Ortho Biotech
- ◆ Odyssey Pharmaceuticals
- ◆ Pfizer
- ◆ Roche
- ◆ Teva Neuroscience

“I have to tell you, I have so far not seen this level of deep analysis from a third party. Congratulations!”

– Mr. Raul Melendez, Pfizer

“It was a pleasure to work with the Vose team to build a revenue model for our pharmaceutical product candidates. They listened, hit our deadlines and produced a high-quality model on budget. Highly recommended!”

– Karin M Hold, PhD, Director of Business Development, Anacor

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ANIMAL HEALTH

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CONSTRUCTION

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DEVELOPMENT

FORECASTING

CORPORATE FINANCE

REAL OPTIONS

NEW PRODUCT
DEVELOPMENT

PROJECT RISK

SIX SIGMA

TRAINING COURSES

- ◆ Risk Analysis for Pharma Decision Makers – in cooperation with Centre for Executive Leadership (C.E.L.) for Pharma, Brussels
- ◆ Quantitative Risk Analysis
- ◆ Antimicrobial Risk Analysis
- ◆ In addition, we organize and hold custom designed risk workshops in-house or at the client.

OUR LOCATIONS, AND HOW TO CONTACT US

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