

**Nautilus
Life Science**



***Life Science Consulting
with
Competence, Experience & Passion***

Premium Consulting in four Critical Business Areas



**Nautilus
Life Science**



**Nautilus Life Science
Marketing Consulting**



**Nautilus Life Science
Launch Readiness**



**Nautilus Life Science
Portfolio Excellence**



**Nautilus Life Science
Epidemiology & Market Access**

2.b.

Medical & Scientific Leadership

for New Product Launches



ML³⁶⁵

**Med
Ed³⁶⁰**

**Ad
Board³⁶⁵**



Our Therapeutic Area Experiences

Psychiatry
(Schizophrenia, Bipolar, ADHD, Depression, Anxiety)

HIV
(Rx, Dx)

Intensive Care
(MRSA-Dx, Meningitis-Dx, Anaesthesia, Systemic Mycotic Infections)

Gastrointestinal
(Crohn's Disease, Ulcerative Colitis, Chronic Constipation, Diarrhea)

Neurology
(Stroke, Dementia, Parkinson, Epilepsy, Migraine)



Muscoskeletal
(Rheumatoid Arthritis, Psoriatic Arthritis)

Oncology
(Multiple Myeloma, Breast-, Prostate-, Lung-, Colon-, Gastric Ca., CML, CLL)

Dermatology
(Psoriasis, Mycotic Infections, Allergy)

Hepatic & Biliary
(HCV, HBV, Biliary Pruritus)

Haematology
(Anaemia)

Nephrology
(Chronic Kidney Disease)

Respiratory
(COVID-19)

Metabolic
(Diabetes Mellitus, Obesity)

Dental
(Periodontitis-Dx)

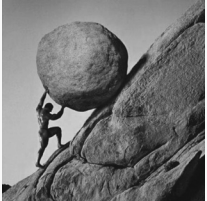
Gynaecology
(Contraceptives)

Pain Management
(Acute, Chronic, Traumatic)

Challenges & Opportunities: Building Scientific- & Medical Leadership for New Products

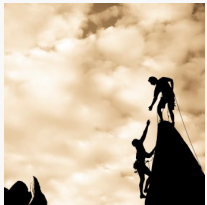


Challenges:



- *Establishing Medical & Scientific Leadership becomes a more and more challenging and competitive task for Pharmaceutical Companies*
- *“Traditional” Advisory Board- & Study-concepts are becoming less accepted in the Medical & Scientific Community*

Opportunities:



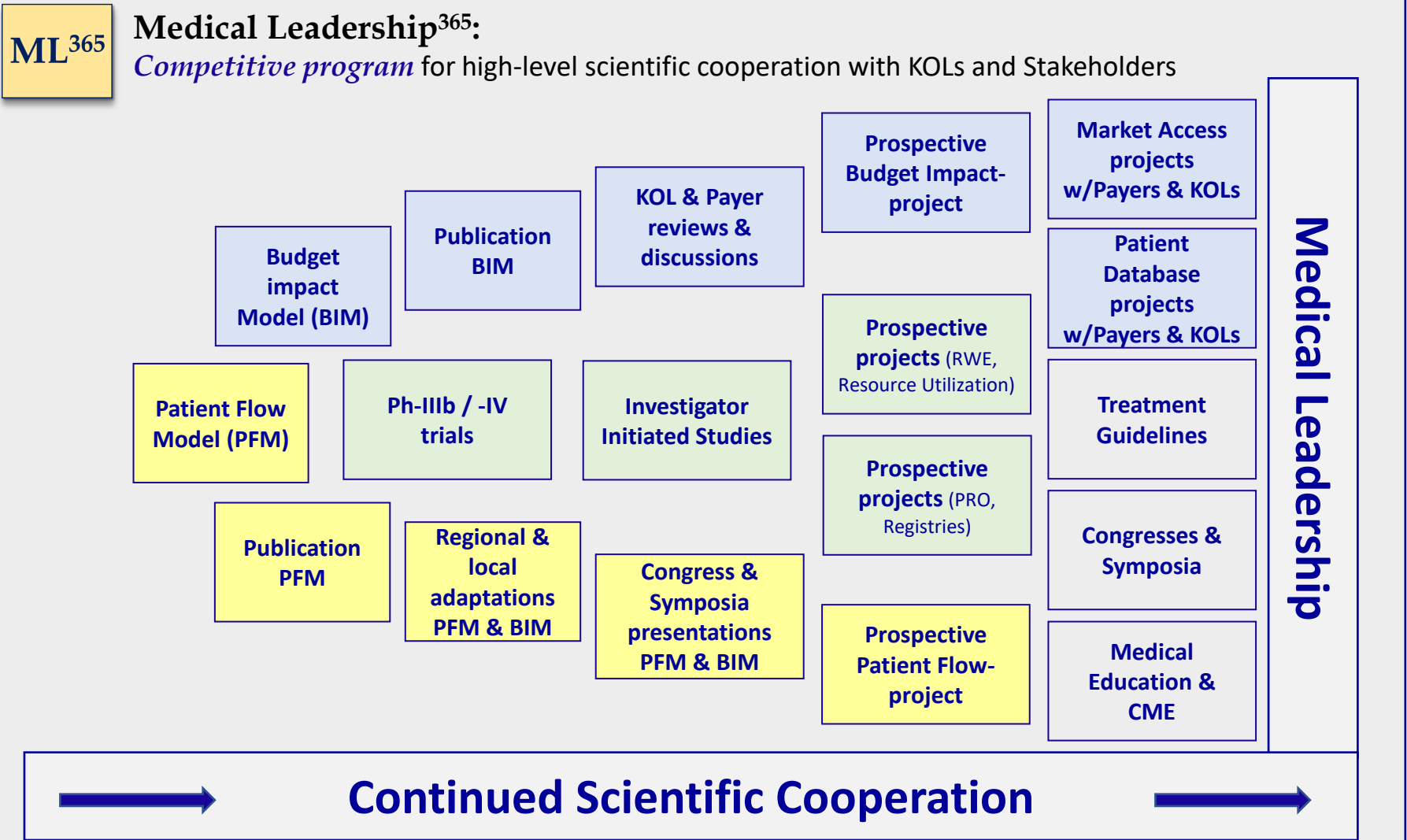
- *Design & implement a Medical Leadership Program at high scientific level and with long-term commitment*
- *Build Trust & Commitment within the Medical & Scientific Community*
- *Positively differentiate from Competitors in the area of Medical Leadership*

Our Solutions:



- *ML³⁶⁵ Process & Toolbox for tailored Medical Leadership Programs*
- *AdBoard³⁶⁵ concept for competitive External Expert- / KOL-cooperation in the Medical & Scientific Community*
- *MedEd³⁶⁰ concept for effective & competitive Medical Education Programs*

ML³⁶⁵: We support you to build Medical Leadership



AdBoard³⁶⁵: Our Concept for competitive EE- / KOL Engagement

Continuity

Increasing complexity of healthcare systems require **mid- to long-term cooperation with Experts and Key Opinion Leaders**, starting at least 18-24 months before Product Launch.

Concrete Strategies & Objectives within the AdBoard-365 concept steer an integrated program where **AdBoard Meetings serve as „Check-in Points“ for a continuous cooperation**,

Continuity of AdBoard-365 programs **create Trust & Commitment** from Opinion Leaders and in the Scientific & Medical Community.

Cooperation

Opinion Leaders are highly motivated to share and contribute their expertise and ideas for the development of your new products and innovative therapeutic options.

For these experts, **cooperation means much more** than commenting on internal trial-protocols or speaker kits.

Intensive cooperation at high scientific level requires focused resources and high competences for **Project Management and cooperation „at eye-level“**. We have the competence & experience to support you.

Communication

Opinion Leaders lead opinions, but in a first step they form their own opinion - about you.

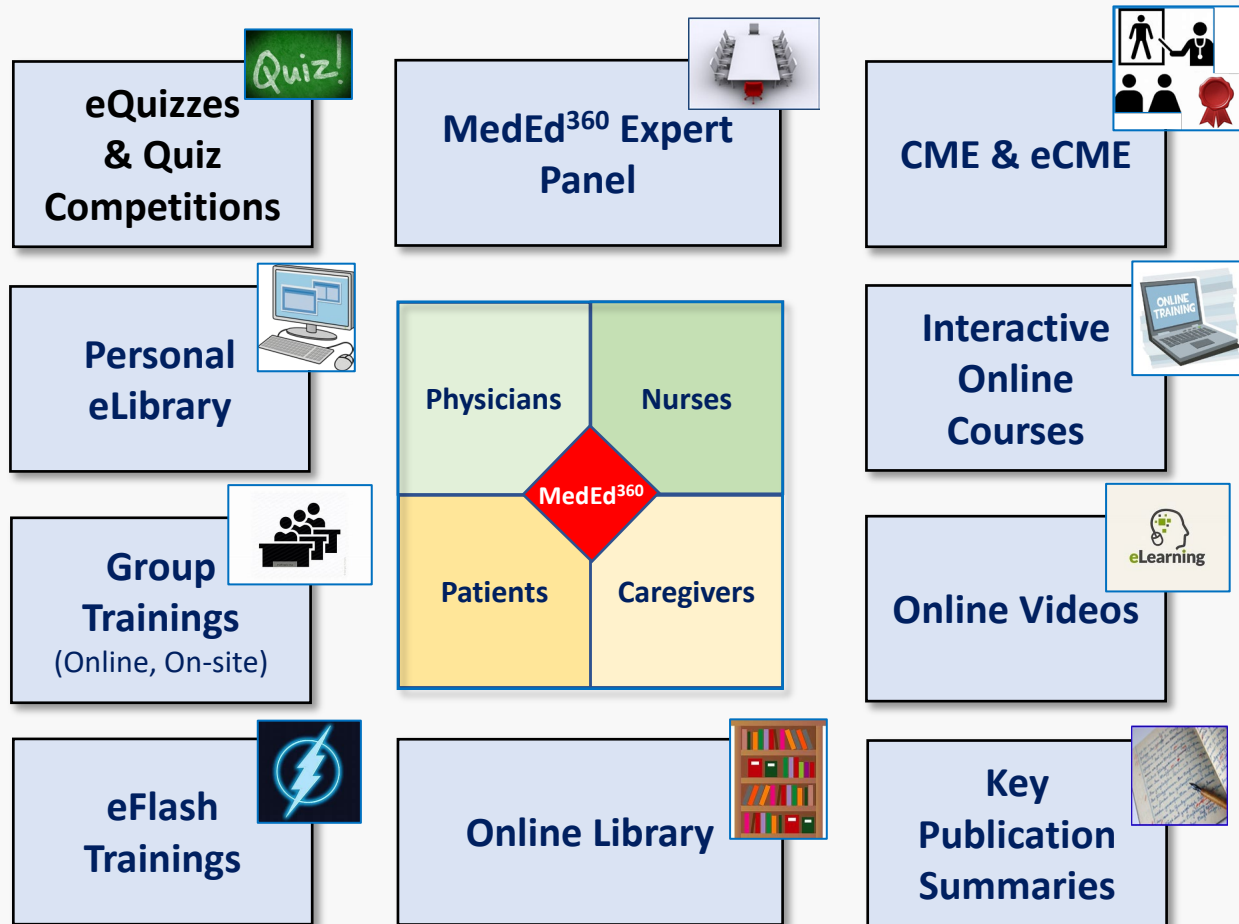
Professional Communication with the Advisory Board is a critical factor for **trustful cooperation and successful communication into the Scientific Community**.

Our AdBoard-365 concept works with a Multichannel Communication approach, to professionally support successful cooperation through the integrated use of various communication channels and media (e.g. video conferencing, etc.) and professionally prepared meeting minutes going out within 48 hours.



MedEd³⁶⁰: Multichannel Medical Education for New Product Launches

We design innovative Medical Education Programs for Physicians, Nurses, Patients & Caregivers



High Quality Medical Education to address Unmet Needs and to support Medical Leadership

Contents & formats also to be used for Internal Training of relevant functions (Medical, Market Access, Sales, Customer Service, Marketing)





Cost-efficient Interim assignments: covering the Ground Work

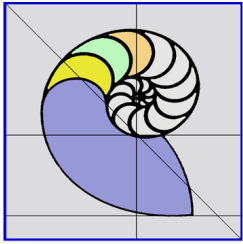
We provide the necessary expertise, experience & seniority to manage the complexity of Medical Affairs Tasks within New Product Launch preparations and to provide expertise & capacity at times of peak demand:

➤ **Interim assignments in Medical Management, e.g.**

- *to coordinate all necessary Medical Tasks (internal, external) within Launch Preparation*
- *to set up the required Medical Plan for a New Product Launch*
- *designing & coordinating external Medical Education Programs for e.g. Physicians, Nurses, Patients and their Caregivers, Payers*
- *designing & coordinating Internal Medical Trainings for all relevant internal functions (Medical, Market Access, Sales Force, Customer Service, Marketing)*
- *Designing & coordinating Programs to engage External Experts / Opinion Leaders (e.g. Advisory Boards, Expert Panels, Medical & Scientific Projects)*
- *Mapping of External Experts, Opinion Leaders, Key External Stakeholders, etc...*

As soon as a Project requires 6+ months permanent support, an Interim Assignment may be the most effective & cost-efficient option for deployment of our (external) resources – contact us to discuss





Nautilus Life Science



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Working hard for your success