

**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**



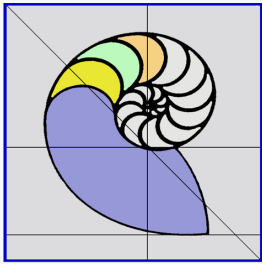
**Nautilus Life Science
Launch Readiness**



**Nautilus Life Science
Portfolio Excellence**

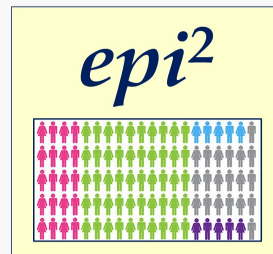


**Nautilus Life Science
Epidemiology & Market Access**



Nautilus Life Science
Epidemiology & Market Access

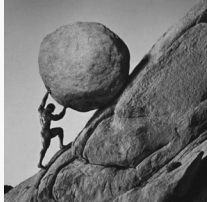
3. Overview Epidemiology & Market Access



Challenges & Opportunities: Proving the Impact & Value of your New Product towards Payers & successfully competing with Gx- / Biosimilar-entries

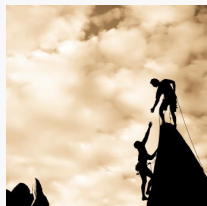


Challenges:



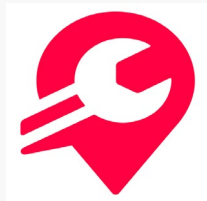
- *Increasing expectations from Payers re. evidence for Cost-Effectiveness and Added Value of New Products*
- *Pivotal Trials and Global OR-studies often do not meet National Payer expectations*
- *Preparing early enough the optimal Pricing Strategy to successfully compete with upcoming Gx- & Biosimilar-entries*

Opportunities:



- *Prove future Budget Impact of your New Product by Epidemiological Patient Flow- & Budget Impact Model, validated by Key Experts and accepted by Payers*
- *Build a strong Value Story & Value Dossier, based on convincing Epidemiological & Scientific Evidence*
- *Achieve a clear understanding of the impact of Gx- & Biosimilar-entries, define & implement a successful Gx-/Biosimilar Defense Strategy*

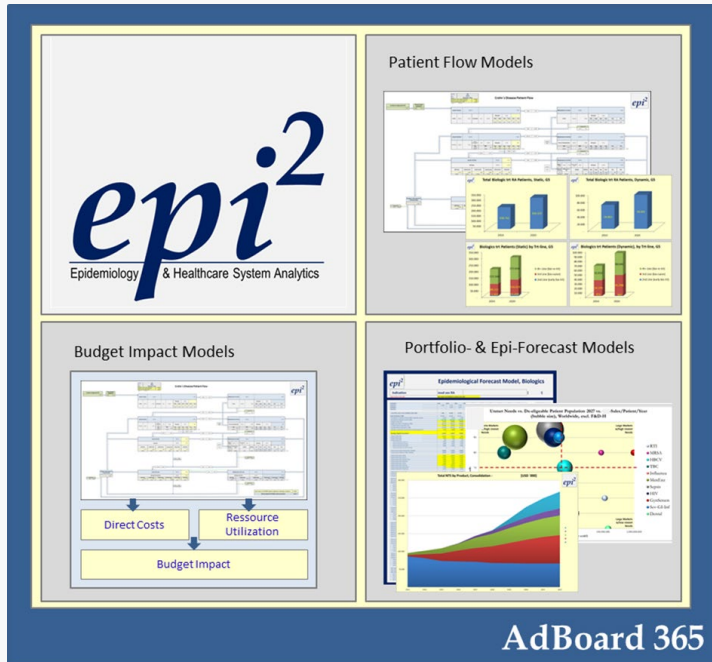
Our Solutions:



- *In-depth Epidemiological Patient Flow Models, validated by leading Key Experts*
- *Budget Impact Model, based on validated Epidemiology- and Cost-Assumptions*
- *Validating the impact of Gx- /Biosimilar-entries and defining the optimal Pricing-Strategy for your Mature Products approaching Loss-of-Exclusivity*

The basis for your Value Story: validated Epidemiology & Future Patient Flows

epi²: We have established an integrated process & hands-on tools to quantify



- Patient Segments by Treatment Line
- Number of patients treated by product / product group
- Current & future Patient Flow (Static & Dynamic)
- Performance of your New Product & Market Entries (e.g. Biosimilars) in specific Patient Segments/TRT-lines
- Future Price & Volume Evolution
- Future shifts in Treatment Algorithms
- Commercial Forecasts of New Entries and Gx-/Biosimilar Entries
- Budget Impact of New Product- & Gx-/Biosimilar Entries

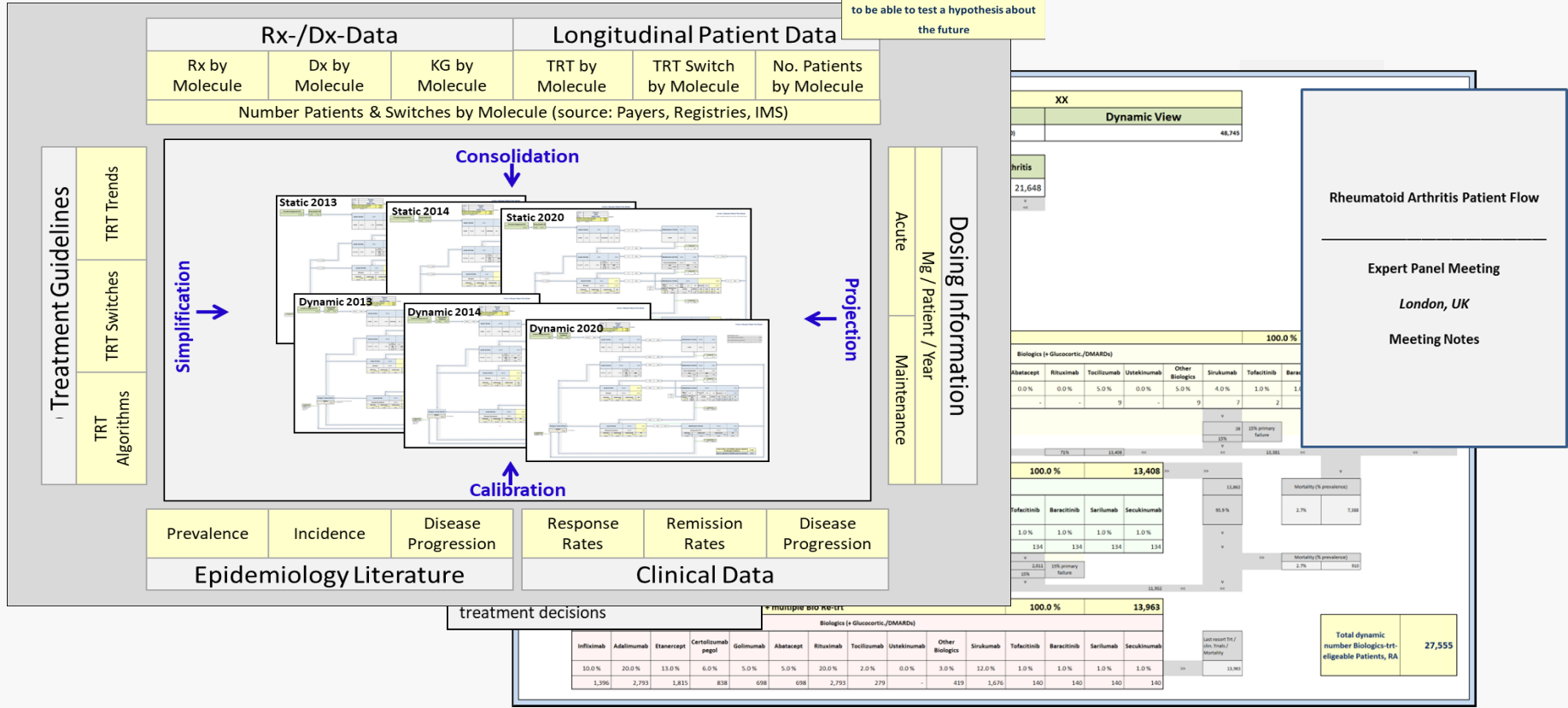
validated by leading Epidemiology Experts & Key Opinion Leaders from the Medical & Scientific Community (part of AdBoard³⁶⁵ concept)

Future Shifts in Treatment Algorithms and Patient Flows

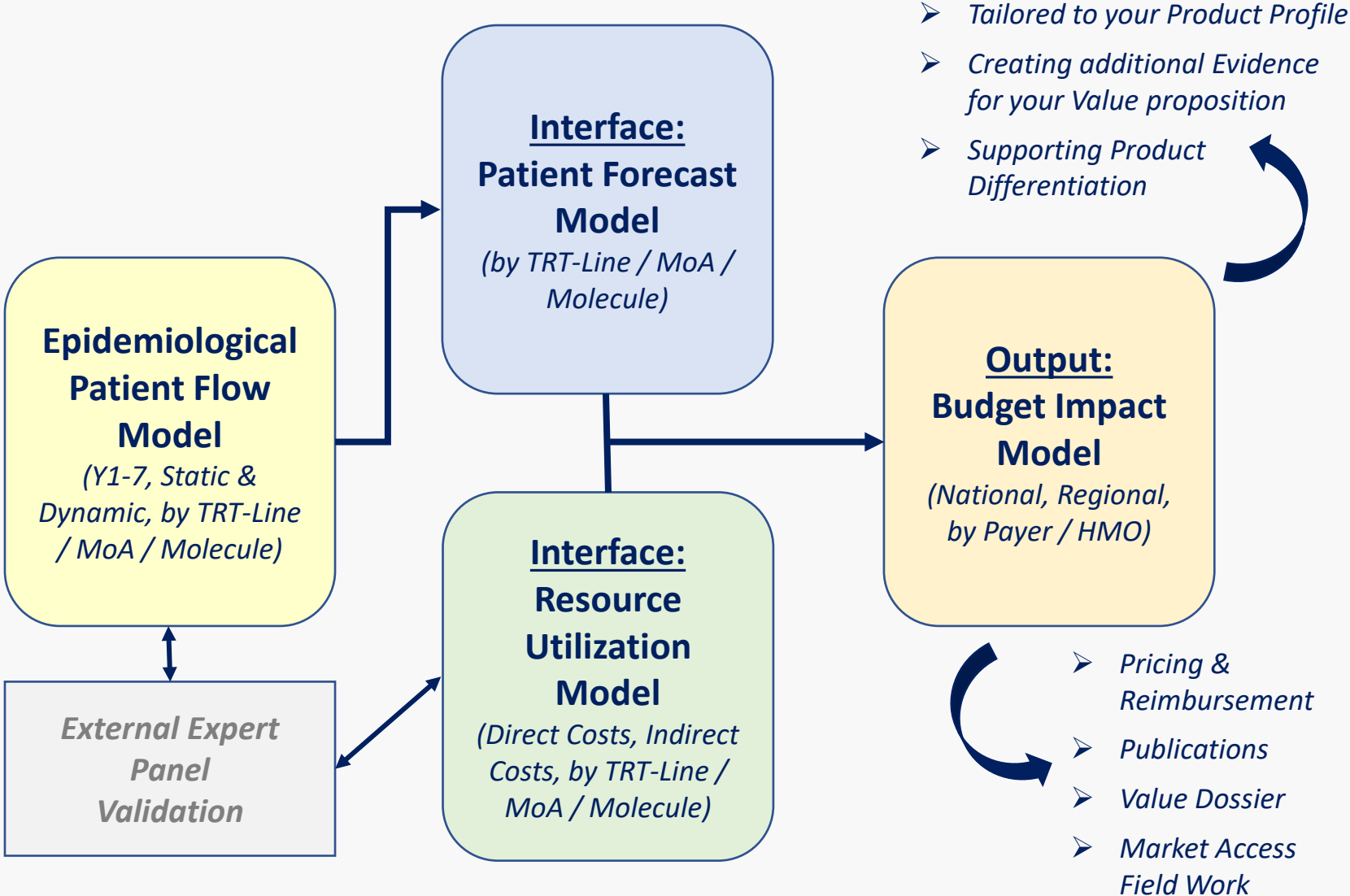
Our Epidemiology- & Patient Flow Models integrate & consolidate

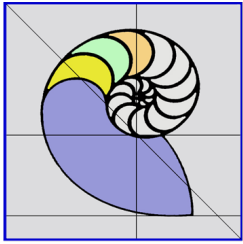
- published Epidemiology Information
- Treatment Guidelines
- Prescription Data (DDD, Kg, etc...)
- Longitudinal Patient Treatment Data by TRT-line
- Impact of new Market Entries (e.g. Biosimilars)

A model (e.g. an Animal-, Patient Flow-model) is a necessary simplification of complex reality, to be able to test a hypothesis about the future



We support you to build the Value Story for your New Product





Nautilus Life Science



*Thomas Berthold, PhD
Principal*

Contact:

Thomas Berthold, PhD
Nautilus Life Science
8983 Milestone Drive
Sarasota, FL 34238, USA

Mobile: +1 (941) 278-6304

Email: tberthold@nautilus-lifescience.com

Website: www.nautilus-lifescience.com



Working hard for your success