

Lifescience Business Consulting

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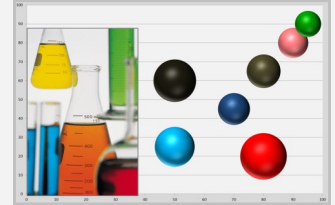
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ROI Excellence in Healthcare & Lifescience



Taking on the Leadership Challenge

Dramatic changes in virtually all healthcare systems put substantial and continuous challenge on Healthcare & Lifescience companies to maintain attractive Return on Investment for Company Owners, Shareholders and Investors.

Persistent governmental budget- & price-controls, increasing requirements for clinical and health-economic data and rapidly expanding legal demands on quality and compliance put a lasting pressure on Revenues, Operating Expenses and Return on Investment.

In addition, changing communication behaviour of customers and the increasing role of new budget decision-makers lead to a rapidly deteriorating productivity and cost-efficiency of traditional Marketing & Sales approaches.

- ◆ *How can we build a strong Portfolio with differentiated and competitive Products, meeting increasing demands of Patients, Doctors and Payers?*
- ◆ *How can we ensure and re-gain attractive ROI for Shareholders and Investors through innovative & more competitive business models with lower OPEX?*

Tough as these challenges are, they create substantial opportunities for Healthcare & Lifescience companies and Investors by shifting to innovative and much more cost-efficient business models, building value-driven Product Portfolios and re-gaining the necessary Return on Investment.

Our Consulting-concept of **ROI Excellence** provides you with the expertise for the necessary Change and for the exciting Leadership Challenges ahead.

ROI Excellence

Translating Lifescience into Return-on-Investment

Change Leadership for improved ROI in Healthcare & Lifescience

„In my many years in the Healthcare Industry and as a regular customer of consulting companies, I was often frustrated about the „traditional“ Consulting approach: too much high-flying concepts, too many powerpoints, too little actionable results.

Since I run my own Consulting Company, my Team and I focus on the foundations of your business: YOUR Leadership to build competitive Product Portfolios, innovative customer-centric Organizations with strict OPEX-control and attractive ROI for Shareholders and Investors.

Of course, and especially in Healthcare & Lifescience, Return on Investment isn't everything, but without ROI everything is nothing.“



Thomas Berthold, PhD
Founder of Lifescience Business Consulting



Building a strong Portfolio

Maximizing the ROI of your Assets



Don't spread the butter

Portfolio- and corresponding Investment-decisions are the most important business decisions to be made by you as a Leader. We provide extensive Portfolio Management expertise and sophisticated tools for analyses, fact-based internal Decision-making, Deal-making and Lifescience Investors. Setting the right Portfolio Priorities is a key driver of ROI.

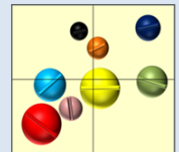
Portfolio & Asset Leadership

Our Portfolio tools are designed to support critical Leadership decisions for building strong Portfolios:

- ◆ Flexible & easy-to-use Portfolio Analysis-models, tailored to specific needs of Pharma, Medtech, Biotech and Lifescience Investors
- ◆ Epidemiology- or Prescription-based Forecast models
- ◆ Portfolio- & Forecast-models with automated Consolidation models, Scenario Players (Investment Sensitivities, Forecast-, P&L-, & Deal Term-scenarios), extensive analytical output and pdf-report functionality

Portfolio & Asset Leadership

- Portfolio Analysis
- Commercial Forecasting
- Business- & Strategic Planning
- Licensing & Partnering
- Acquisitions
- Investments



The Portfolio- & Forecasting-tools allow in-depth analysis & fact based decision-making for Products, Portfolios and Companies, from Pre-clinical Stage to Late Life Cycle, at national, regional and global level. Optimize the Revenues, Resource Allocation and Profitability of your Portfolio and your Assets through clear Priority-setting.

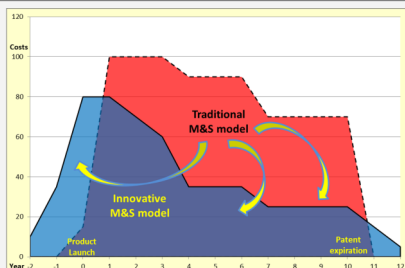
Brand & Product Leadership

We provide you with expertise and proven tools to maximize Product Differentiation and Marketing & Sales cost-efficiency along the complete Life Cycle of your Products:

- ◆ Early Value Assessment (EVA) & Indication Sequence Analysis (ISA) for Pre-clinical to Phase-IIa products
- ◆ Structured Launch Readiness processes & tools, to ensure optimal New Product Launch & fast Market Uptake
- ◆ Marketing & Sales Efficiency processes & tools for tailored and segment-specific Multichannel Communication to Customers, integrating Sales Force activities with innovative & diversified eChannel Communication at substantially lower overall costs („Hybrid Model“)
- ◆ Late Life Cycle Management, to activate the „sleeping“ commercial potential of your Mature Brand Portfolio

Brand & Product Leadership

- Early Product Development
 - Pre-clinical – Phase IIa
- New Product Development & Launch Readiness
 - Phase IIb – Launch
- Marketing & Sales Efficiency
- Late Life Cycle Management

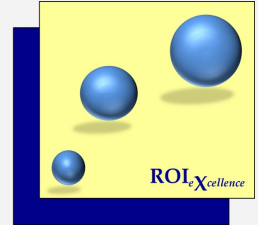


Muscle Marketing doesn't work any more

It's not enough any more to just bring New Products to market. Cost-containment and new demands from Authorities and Payers require clear-cut Product Differentiation already early in development. „Smart Marketing“ needs to replace traditional and cost-intense Go-to-Market approaches, as Operating Expenses have to be reduced substantially to ensure the necessary ROI.

Leadership

in the Scientific Community and for your Organization



More Value through Added Value

Traditional product promotion doesn't work any more in Healthcare. New decision-makers like Reimbursement bodies and Health Insurers have different and new Value definitions. Further more, the Medical Community today is demanding more Facts & Science instead of Promotion. Scientific Leadership becomes a critical success factor.



➤ AdBoard-365

- Scientific Advisory Boards

➤ Epi²

- Epidemiology Research & Patient Flow Modelling
- Budget Impact- & Cost-Benefit Modelling
- Healthcare System Analytics



Medical & Scientific Leadership

Many companies invest lots of efforts and money into Advisory Boards. Very often with unclear objectives, limited output and very limited Return on Investment. Our concepts of AdBoard-365 and Epi² ensure

- ◆ Continuous, engaged and trustful cooperation with Top Opinion Leaders at high scientific level
- ◆ Tangible output like Publications, validated clinical Development Plans or Budget Impact Models

- ◆ Strong external expertise to support your R&D Programs, Product Developments, Product Launches and Outcome- & Reimbursement Activities

Our extensive experience with local, international and global Advisory Boards and related scientific projects put you in a strong Scientific Leadership position.

➤ Strategic Spend Management

- OPEX control

➤ Business Process Optimization

- Customer Focus

➤ Re-organization & Change Management

- Customer centricity
- Resource efficiency



Organizational Leadership

„Ideas don't move mountains, but bulldozers do“.

Make your employees rolling-up sleeves towards Customer Focus and Value for Customers.

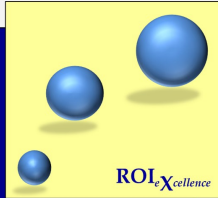
We support you in your Leadership-role to maximize customer orientation and resource efficiency of your organization. An engaged and customer-centric organization is one of the key drivers of Return on Investment:

- ◆ Strategic Spend Management for rapid release of costs and OPEX which don't drive Customer Value
- ◆ Resource-efficient Key Business Processes, allowing maximal organizational focus on external Customers
- ◆ Organizational Optimization and supporting Change Management to ensure clear Roles & Responsibilities and synergistic cross-functional Cooperation, streamlined towards Value for Customers

You cannot motivate people, you only can de-motivate them.

The human being is highly motivated by nature. Internal bureaucracy with all its process- and resource-inefficiencies is not only de-motivating for employees but also a great waste of costs. We support you with tools and processes to release employee potential and costs to create more Value for Customers and - as a consequence - more ROI.





Return on Investment isn't everything, but without ROI everything is nothing

Why working with us?

- ◆ *We know your business from hands-on healthcare industry experience*
- ◆ *Extensive expertise in financial Analytics, Product Development, International Marketing, Epidemiology Modelling*
- ◆ *Successful track record in Licensing & Acquisition, experience from „both sides of the negotiation table“*
- ◆ *We don't like powerpoints, but results and implementation*
- ◆ *We provide high-end Consulting Quality in those areas where we are engaged - at competitive rates (lean organization)*

Our Clients (examples):

Type of Client	Project Type
European Biotech	Commercial evaluation of Ph-II lead compound, market-oriented late stage Development Strategy
Top-10 Pharma, Europe	Late Life Cycle Mgmt & Multichannel Marketing, Mature Brand CNS (G5 & Nordics)
Global Top-10 Pharma	Commercial evaluation of Ph-III Antidiabetic (DM-T2)
Top-20 Pharma, Germany	New Product Launch, cross-functional lead, Oncology (Germany)
Top-15 Pharma, Switzerland	Portfolio Analysis, Ressource Re-allocation & Organizational Optimization
Top-10 Pharma, Europe	Patient Flow Modelling, Market Segmentation, Epidemiology & Budget Impact Modelling, Rheumatoid Arthritis (G5 & Benelux)
Top-10 Pharma, Europe	Patient Flow Modelling, Market Segmentation, Epidemiology & Budget Impact Modelling, Crohn's Disease (G5 & Benelux)
Pharma, Europe	Various Advisory Boards & Expert Panel Meeting programs (G5 countries)
Top-15 Pharma, Alpine	Late Lifecycle Strategy for Oncology product (Re-positioning, Gx-competition)
Top-15 Pharma, Switzerland	Analysis & Segmentation of Swiss Hospital market, Account Portfolio Analysis, Development & Implementation of Key Account Mgmt.
Top-10 Pharma, EMEA	Commercial forecasting for portfolio of 6 monoclonal antibodies (Ph-I/-II/-III/ on-market)
Joint Venture Biotech-Medtech	M&A Advisor, Asset Valuation, Portfolio Analysis, Exit Strategy, Target Screen, Due Dilligence (Diagnostic Infectious Diseases)
Top-15 Pharma, Nordics	Commercial evaluation of New Launch Product in Hemato-oncology (6 indications)

For reasons of Consulting Compliance and Confidentiality, and to ensure our independence as external consultants, we do not advertise with the names of our Clients.

Our expertise and passion - for You

We are an passionate international group of five Consultants & Partners with many years of healthcare industry-experience at national & international level. Our methods are successfully proven in the operational business. Beside the conceptual expertise, we bring extensive know how from Strategic & Operational Marketing, Sales, Finance, Business Development and Product Development to the table. We know your Business and your Challenges from own experience - not from text books.

Our Consulting Principles:

- we offer innovative AND pragmatic solutions
- we support you in your Leadership role
- we work hard for you - we don't hold you back from your work
- we tell you what we think and conclude - not what you may like to hear

Take Leadership:

Contact us to discuss how you can take on Leadership Challenges and Opportunities.

We offer a convenient 30-minute Telephone conference / Webex to introduce you to our methods, to discuss your questions and how we can bring value to the table.

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