

iNIZIO

BIOTECH

It's time to reimagine health.

www.inizio.health

We're part of Inizio, a constellation of best-in-class companies.

With Inizio, you can **achieve** more, **innovate further** and turn **challenges into opportunities.**

\$1.7bn
net revenue in
2022

>12,000
empowered
experts

Local & global
market insight
delivering
services in over
50
countries

Partnered on 810
assets
across 14
Therapy
Areas

Partnered on
**19 of the Top
20 Products**
in 2022

>750
PHDs
connecting rich
insight across
therapy areas

Our five specialist business units

iNIZIO
ADVISORY

From science to strategy.
Create long-term value for patients through end-to-end advisory.

iNIZIO
MEDICAL

Delivering on the power of medical.
Creating compelling content to achieve outcomes that matter.

iNIZIO
evoke

Health more human™.
Unlocking growth through data-driven insight and human centricity.

iNIZIO
ENGAGE

Commercialization and strategic engagement.
Creating personalized experiences that deliver improved treatment outcomes.

iNIZIO
BIOTECH

Find out how we can maximize value creation.



Our services for biotech are highly personalized to you and we scale and flex as you need.

Here are some common services we deliver to biotech throughout clinical development.

PHASE ONE



Corporate communications



Opportunity assessment and prioritization



Future landscape assessment



Clinical evidence needs

PHASE TWO



Scientific communication platform



Key Opinion Leader (KOL) mapping and engagement



Experience maps



Value, pricing and access



Evidence generation plan

PHASE THREE



Commercial and medical services



Data and analytics to support commercialization



Brand and creative development



Removing barriers to distribution



Creating value for emerging biotech.



Best-in-class services across Advisory, Marketing, Medical and Engagement



At the right time in the clinical development journey



Supported by the specific therapeutic area and modality expertise you need



To deliver a highly personalized and dedicated service level



Coordinated through a single strategic point of contact



Maximizing asset value at every opportunity.



CLINICAL DEVELOPMENT STRATEGY



MEDICAL AFFAIRS



COMMERCIAL STRATEGY



EVIDENCE, PRICING & ACCESS



BRAND & CREATIVE DEVELOPMENT



HCP, PATIENT & PAYER ENGAGEMENT

Early to Late-Stage Clinical Development

- Landscape assessment
- Opportunity prioritization
- Clinical evidence requirements
- TPP development and testing

- Medical strategy
- Scientific communication platform
- Publications planning & execution
- KOL mapping & engagement
- Medical events
- Investigator support

- Commercial opportunity assessment
- Product strategy, positioning & differentiation development
- Patient journeys & flow
- Launch excellence
- Program management office (PMO)

WE/HEOR Evidence

- Gap analysis
- Study design & execution
- Writing & publications
- HTA development

Pricing & Access

- Landscape assessment
- Value proposition development
- Pricing & contracting

Pre and Post Commercial Launch

- Branding
- Campaign & content development
- Communications (incl. media, PR & IR)
- Marketing technology

- Omnichannel strategy, engagement & training
- Patient solutions & services
- Medical education
- Service (incl. Med info)
- Experiences
- Analytics & KPIs