



CASE STUDY: GO/ NO GO DECISION

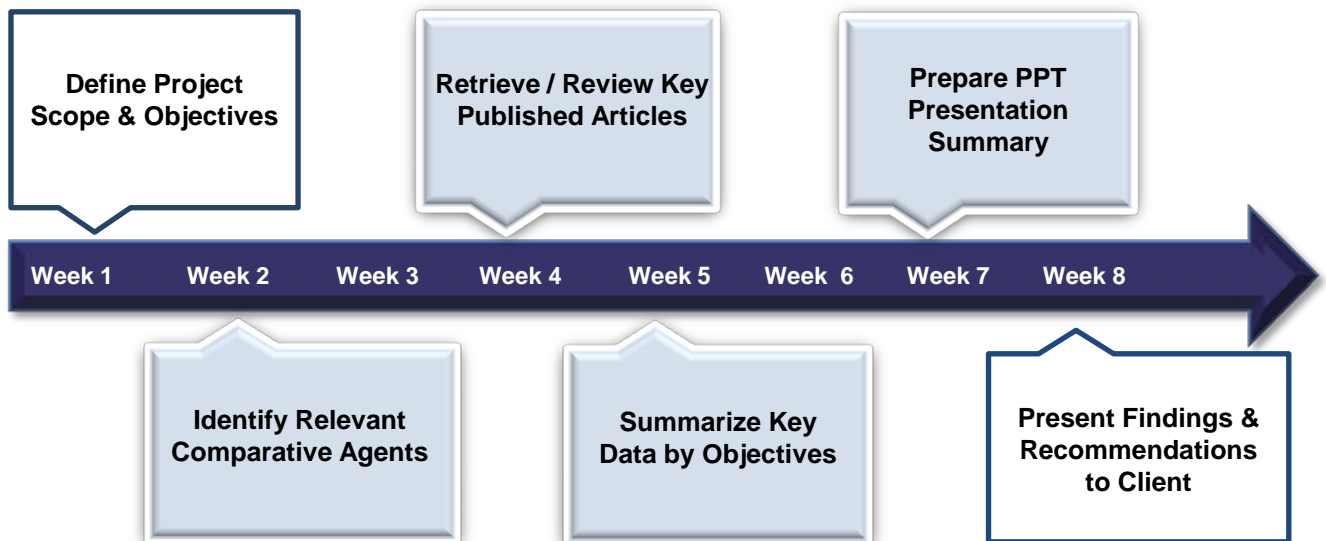
SUMMARY: Client engaged BERYL Pharma360 to produce risk-benefit analysis of therapeutic landscape and competitive product data, prior to committing to international product development and/or making partnering decisions. Client avoided hundreds of millions of dollars in expenses for not launching the product due to BERYL Pharma360 timely analysis and recommendations.

SITUATION ANALYSIS

- Multinational pharmaceutical company based in Europe is developing a novel agent for the prevention of complications in critically ill patients for US and European markets.
- Multiple agents are already on the market being used for this purpose.
- Clinical data shows that the new agent has comparable efficacy to current standard of care, with possibly fewer side effects.

OBJECTIVES

- Assess current published literature with regard to other agents used in this therapeutic area.
- Determine areas of unmet need and marketplace opportunity within this crowded therapeutic area.



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IMPLEMENTATION

- Meet with client to define scope of work, key project objectives/outcomes, milestones and timing.
- Identify relevant therapeutic agents currently used in disease state.
- Perform in-depth data analysis to identify global literature of interest by key word, date and article type (e.g., original research reports, article reviews).
- Utilize Beryl Pharma360 password protected online analytics to transcribe concise data summaries.
- Final recommendations and next steps.

RESULTS

- Client temporarily suspended product launch plans. Landscape analysis and competitive product intelligence indicated a clear lack of product differentiation. Return on Investment was not satisfactory pending new data.
- Estimated savings for pre-launch/launch campaign is approximately US\$250 million.
(Source: Data from Tufts University, Tufts Center for the Study of Drug Development <http://csdd.tufts.edu/InfoServices/Publications.asp>, 2004)

CONCLUSION

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