



### **BERYL Pharma360 Services:**

- Pharmaceutical/Biotech pipeline scoping the brand therapeutic landscape and competitive analysis.
- Product lifecycle planning to increase domestic and international sales.
- Scientific platform development to help create pre-launch and launch core communications messaging across multiple internal and external groups.
- “Best practices” evaluation and guidance for product planning and for companies interested in international product introductions and partnering.
- Analysis and lessons learned in the integration of traditional herbal medicine in healthcare and into modern pharmaceutical product development.
- Data surveillance and onsite coverage at major international medical congresses used to provide therapeutic landscape and competitive data analysis.
- **Current and past clients: Pfizer, Novartis, GSK, Amgen, Janssen, Sanofi, Merck, Astellas, Cepha.**