

# Evaluate Custom Solutions<sup>↗</sup>

for Corporate Strategy

How a major global  
pharma gained an  
external perspective  
on market trends  
to support a key  
Executive Team  
strategy session.

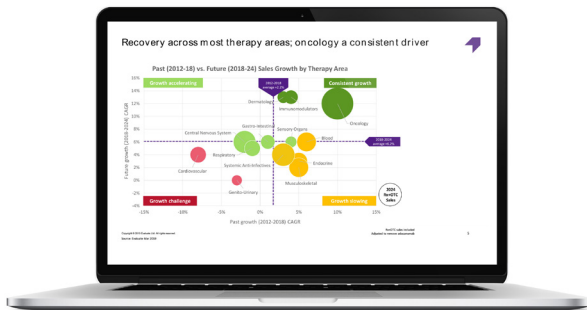
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### OBJECTIVE

A major global pharma Corporate Strategy group sought an objective, outside-in perspective on market trends to support a key executive team strategy session.

### SOLUTION



We began the project by designing a report storyboard in collaboration with the client team. The focus was on macro market trends and outlook, peer group benchmarking, and scenario-based analysis centred around global industry themes.



We tailored the report further by mapping EvaluatePharma indication definitions to client definitions to produce a synchronised view.

### RESULTS

Within a three week period, our team worked closely with the client team to produce a high impact, objective analysis of market trends to share with the executive team prior to a scheduled strategy workshop. The report provided context to the meeting, an external market view of industry evolution, and company positioning relative to the defined peer group.

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Evaluate Custom Solutions improves your strategic decision-making with customized solutions and deep insights that draw on our industry expertise and trusted commercial intelligence.