TRANSFORM
asset potential assessment with a richer understanding of risk and return.

In today’s complex biopharma landscape, you need an accurate and complete view of the market, so you can thoroughly assess the development risk and commercial potential of assets in development.
CLOSE KEY INSIGHT GAPS

The biopharma industry continues to invest far more in clinical failure than success. Spend is climbing to $1.6 billion for every new drug that reaches the market, which typically takes 11 years. Yet 88% of drugs fail in development and only a minority of approved drugs deliver strong commercial performance.

Unfortunately, the failure to comprehensively assess risk and return, as well as look at these in combination, increases the risk of forecasting errors – with a huge impact on revenue. Our study into the accuracy of forecasting found that:

- Every 1% error in under-forecasting results in an estimated $200m of lost sales revenue = $69m EBIT and $54m of net income.
- Every 1% error in over-forecasting results in an estimated $93m of additional cost commitments ($46m in COGs and $47m in SG&A) across the portfolio.

There is clearly a need for far greater predictive accuracy when assessing asset potential. Evaluate Omnium meets that need – transforming your ability to accurately understand the development risks and potential returns of key assets, how they affect one another, and what drives them.

BREAK THROUGH THE LIMITATIONS OF CONVENTIONAL FORECASTING

Evaluate Omnium uses predictive machine learning that is proven to deliver much more accurate forecasts compared to the usual calculations based on industry average benchmarks.

By applying machine learning to millions of data points from across the full clinical pipeline, including hard to reach early-phase and privately-held assets, Evaluate Omnium identifies key risk and return correlations that uncover unique, highly accurate insights into asset development and commercial opportunity – which were unavailable until now.

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COMBINING RISK & RETURN

Only Evaluate Omnium has the ability to combine a comprehensive view of key risk and return elements to deliver unique insights and comparisons on product potential.

RISK AND RETURN LANDSCAPE OVERVIEW

• Combine risk and return data metrics and landscapes on a single platform for quick, efficient side-by-side comparisons, based on consistent, proven methodologies.
• Customise metrics and visualisations that can be easily integrated into existing workflows to save time and effort when making key decisions.

RISK-ADJUSTED PEAK SALES AND ROI BENCHMARKS

• Combine product-specific PTRS and predicted peak sales analytics to provide a single metric for forecasting the commercial potential of different pharma assets across all phases of clinical development.
• By combining various predictions of risk and return, you can now predict ROI at product indication level and product and company level in the future.

NPV FOR R&D PROGRAMMES AND MARKETED PRODUCTS

• Proprietary Evaluate indication level NPV models cover all R&D programmes and marketed assets.
• NPV by indication covers 8 times more NPV models for R&D programmes that aren’t usually covered by existing consensus forecasts.
• Delivers increased granularity on inputs and cashflow by indication for improved understanding of product value drivers.

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PREDICTIVE INSIGHTS AND VISUALISATIONS
Uncover new insights and commercial opportunities using Evaluate Omnium’s powerful visualizations and analytics. With a single platform that combines risk and return KPIs, you can uncover insights that are otherwise hard to explore.

ANALOGUE MINER
Identify similar R&D programmes in the pipeline based on your own defined criteria.

PIPELINE PLANNER
Understand the number of products in the pipeline by phase, by PTRS and by anticipated approval year. Visualise future anticipated pipeline shifts and plan portfolio decisions.

BENCHMARK BUILDER
Build custom benchmarks to manage portfolio and R&D risk based on a fully customisable lens. Identify potential products that succeeded or failed based on portfolio criteria to inform strategic development decisions.

COMPANY SCREENING
Prioritise companies based on scouting needs; and compare companies by certain portfolio attributes.

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DETAILED RISK PREDICTIONS & ANALYTICS

Gain deeper development insight with our detailed risk analytics.

SUCCESS RATES
This helps you to identify which in-house and competitor drugs are most likely to reach the market successfully. Proprietary algorithms, powered by machine learning, enable cross-comparison across products and indications to better balance portfolio risk across a range of attributes:

- **Product-specific**: PTRS predictions based on the analysis of over 43,000 phase transitions that identified 50+ attributes shown to have a high impact on market entry risk.
- **Risk audits**: Fully transparent analyses of the key factors that impact a specific product’s risk profile.
- **Success rate benchmarks**: PTRS benchmarks based on industry, indication, mechanism of action and technology historical transition rates.

DEVELOPMENT TIMELINES
Predict when key development milestones will occur, enabling comparison of progress against competitors and highlighting products with first in class potential, including:

- Time in phase predictions
- Recruitment timeline benchmarks
- Launch date predictions
- Market entry order predictions

CLINICAL TRIALS LANDSCAPE
• Tracks and integrates clinical trials from three key industry sources (CT.gov, EudraCT and Japanese trials, enabling you to fully understand company development plans and pipelines.
• Powerful visualisation of clinical trial landscape helps you to identify historical and future trial trends, understand competition in the trial landscape, and monitor trial life cycle by indication.

R&D COSTS
The industry's first comprehensive clinical trial costing model, applying real-world data to over 50,000 trials, which allows for a better assessment of likely costs across the development cycle:

- Estimated, product-level trial costs for past and current clinical trials
- Future R&D cost predictions by product and phase
- Industry benchmarks by indication

CALENDAR OF EVENTS
• Identifies and tracks critical product lifecycle and company events, such as trial initiations, regulatory decisions and financial results, so you can easily and effectively monitor key market catalysts or competitor activities.

PREDICTIVE TRIAL DESIGN AND OUTCOMES
• Predict the future patient enrolment needed to successfully complete clinical development, alongside historical benchmarks by phase and indication.
• Updated daily, this aggregates and standardises trial outcomes for indications and products, focusing on the indication-specific endpoints most likely to lead to regulatory approval to help make better decisions in the clinical phase. Includes: clinical trial outcomes, endpoint analyses and aggregated product outcomes.

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Evaluate
a norstella company
**ROBUST RETURN PREDICTIONS & ANALYTICS**

Better predict commercial outcomes with our detailed return analytics.

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**PREDICTED PEAK SALES**

Predict the value of key R&D assets with an independent and balanced view of asset potential that leverages machine learning to provide systematic, comprehensive coverage across all phases of the clinical pipeline. Key areas include:

- US peak sales predictions for all products and indications in development, with 8 times more US coverage than consensus.
- Extrapolation of US sales to Rest of World to give a global view.
- Indication benchmarks to put peak predictions in market context.
- Interactive visualisations that show the positive or negative impact of individual product attributes on peak sales forecasts, and how changing attribute values affects the product outlook.
- Ability to look at YoY peak sales predictions with the time when the asset reaches peak sales and when it reaches 80% peak sales.

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**MARKET DYNAMICS**

Time-to-peak analysis enables better assessment of market impact and helps inform product launch planning:

- USA time to peak benchmarks by indication
- Market exclusivity impact and expiry
- Time-to-peak values for historically launched products

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**PRICING**

Key pricing data to streamline research and inform pricing strategies:

- Comprehensive and clear overview of all the different drug price points across the value chain (e.g., gross pricing, WAC pricing, discounts, rebates, etc.)
- Current cost-per-patient for launched products
- Benchmarks for annual cost-per-patient by indication and technology
- Power pricing landscape visualisation at product level, to help you understand average price points, and historical and future pricing changes to enable better pricing decisions for market access.

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Evaluate
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MARKET ACCESS
Unique data that identifies the current market access position for products launched in the US, with benchmarks that help assess the implications and opportunities for products in development.
- Formulary access scores for approved products, with additional granularity into the differences between public and private payer scoring.
- Benchmarks by EPhMRA codes, technology and mechanism of action.

UNMET NEEDS
Quantifies and standardises the degree of unmet need within an indication, so you can rank or compare indications to better focus portfolio investments on areas with the greatest impact to patients.