

Research & Development Service Supply Sector

Completed Consulting Project Overview



Listed below are short summaries of selected projects that team members of URCH Consulting have completed.

Client	A global CRO.
Issue	To evaluate the market for bioanalytical services in terms of market dynamics and growth potential for each of the different market segments.
Solution	The URCH team developed a depth interview programme for key decision makers in charge of DMPK in pharmaceutical and biotech companies as well as business development executives within bioanalytical service providers. The results were interpreted to provide a better understanding of the market and to provide strategy pointers for product/service development. The client made major service improvements, impacting on market share, following this study.
Client	A major US-based, biotechnology contract manufacturer.
Issue	The need to ascertain the business opportunity for contract biopharmaceutical manufacturing prior to investing in a major capital expansion programme of capacity.
Solution	A detailed interview programme was undertaken of leading biotechnology companies and competitor contractors to determine the market potential, areas of under capacity, and technical trends which lead to detailed recommendations.
Client	Toxicology subsidiary of "full service" CRO.
Issue	Failing to meet business growth expectations and the need for advice on how to optimise its services to the needs of pharmaceutical & biotech customers.
Solution	On the basis of primary research with existing and potential customers, the team were able to help the lab better understand customer expectations and segment its market according to service requirements in order to enable more profitable and sustained growth. The study results became the cornerstone of the client's business expansion plans.

Client	A global CRO
Issue	Based on a successful US-based late phase business, the client wanted to understand how to replicate this success within the European marketplace.
Solution	<p>The team undertook extensive primary research to understand the changing customer needs and expectations for late phase services in Europe. Opportunities for expansion were identified and evaluated.</p> <p>The results were interpreted to provide strategy pointers for winning and retaining business in Europe. In addition, the client was provided with detailed insights into customer service requirements, the impact of the changing regulatory environment and EU expansion, supplier: buyer relationships and how decisions on supplier selection are made.</p>
Client	A leading CRO.
Issue	The need to understand US and European customer expectations for central laboratory services both present and future as the business was already experiencing “softening” of demand.
Solution	<p>URCH developed a detailed interview programme for executives in data management, clinical services and contracting departments of leading pharmaceutical companies.</p> <p>Process improvements were identified and the results helped the client understand ongoing technology and environment changes e.g. attitude to and adoption of remote data capture.</p> <p>The comprehensive results were interpreted to assist the in-house team to develop and implement service and process improvements. The client was able to arrest market share erosion and embark on major investment in re-organisation.</p>
Client	A leading laboratory services company.
Issue	To undertake a market opportunity assessment and concept evaluation for a new technology and assay strategy for <i>in vitro</i> permeability screening.
Solution	<p>The assay concept was tested through primary research with drug discovery scientists within pharmaceutical and biotech companies as well as with discovery service providers.</p> <p>The results were interpreted to provide insights on the likely pattern of adoption of this technology, buyer service expectations as well as pointers for market strategy formulation and market positioning.</p> <p>The service was implemented based on this successful concept evaluation.</p>
Client	A global CRO.
Issue	To build a profile of Japanese pharmaceutical companies in terms of clinical service requirements, buying behaviour and decision making processes.
Solution	<p>In-depth interviews with senior development managers from major Japanese companies were conducted in the US, Europe and Japan.</p> <p>Results were interpreted to develop a generic model for exploiting indirect price controls.</p>

Client	A large, CEE-based ethical pharmaceutical company.
Issue	To obtain an overview of the pharmaceutical market and regulatory environment in Ukraine.
Solution	Based on desk research and primary interviews, URCH delivered a detailed report, including a list of contacts for further research.
Client	A UK top five, global pharmaceutical company.
Issue	To ascertain the impact of EU accession countries on Western European pricing policies.
Solution	A detailed investigation of pricing and reimbursement regimes was conducted in Poland, Czech Republic, Hungary and the Baltics; as well as primary research with leading generic players. The results were interpreted for future pricing policy and strategy.
Client	A Russian pharmaceutical marketing agency
Issue	To identify new client opportunities
Solution	The team developed a promotional presentation to attract/interest potential new entrants to the Russian pharmaceutical/health care market. A wide selection of European OTC and household chemical manufacturers were contacted and the team held negotiations with interested parties. 3 potential new customers were introduced to the client.

For more information or to discuss a project call Edwin Bailey, Managing Director, URCH Publishing on +44 (0) 20 7060 1099