

Pharmaceutical and Biotechnology Sectors

Completed Consulting Project Overview



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

Client	A UK global pharmaceutical company.
Issue	To develop a strategic “make or buy” outsourcing model for drug development functions.
Solution	Based on original research in other industries the team worked closely with the client’s procurement and director of strategic sourcing to analyse department activities, and sourcing approaches. Through a series of workshops, the project concluded with the development of a systematic and logical model for identifying which activities could be outsourced in terms of costs and core competences.
Client	A UK global biotechnology company.
Issue	To build a Central and Eastern European business by utilizing 3 rd party distributors to build a strategic distribution network and to create a CEE marketing channel for forthcoming product launches.
Solution	The URCH team leveraged its unique capability to undertake market strategy and evaluation work in the CEE through its existing knowledge and network of associates across the region. A short-list of priority potential partner companies was prepared following detailed analysis of the universe of distribution companies in the region as well as an evaluation of the regulatory and healthcare environments of the component countries.
Client	A leading Japanese pharmaceutical company.
Issue	To identify secondary manufacturing facilities in Europe for a unique formulation.
Solution	URCH Consulting undertook a survey of European contact secondary manufacturers and assisted the client in identifying potential partners.

Client	An international German pharmaceutical company.
Issue	To ascertain whether their discovery effort was lagging behind in the use of new technology.
Solution	The team benchmarked the discovery process of several leading pharmaceutical companies, in particular their adoption and use of platform technologies such as HTS, assay development, combinatorial chemistry and chemical libraries.
Client	A US global pharmaceutical company.
Issue	To understand the positioning of competitor neurology products in order to help define the positioning of its own pre-launch product.
Solution	The team reviewed published clinical trial data and compared and contrasted the clinical evidence with world-wide competitor promotional publications/ advertisements. Competitor positions and potential future avenues were identified in order to define a client positioning strategy.
Client	A top five, global pharmaceutical company.
Issue	To assess the commercial opportunity for a series of new CNS drug concepts for a Phase III development compound – i.e. new formulations; new indications.
Solution	The team helped to structure the product concept, evaluated published clinical evidence for the proposed indication, tested the concepts with leading physicians in US/EU and modelled the findings to estimate global revenue forecasts to help the client decide on product feasibility and viability of the business case.
Client	A UK top five, global pharmaceutical company.
Issue	To understand indirect price controls and reimbursement barriers in emerging market economies
Solution	The URCH team conducted an in-depth analysis of pricing and reimbursement tactics in: Russia, China, Indonesia and Poland. Results were interpreted to develop a generic model for exploiting indirect price controls.
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