

Diagnostics / Medical Devices / Pharmacy & Technology Sectors

Completed Consulting Project Overview



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

Client	A global IT and communications provider.
Issue	The need to understand how collaborative business practice could be better employed to improve business performance in the pharmaceutical industry.
Solution	<p>Primary research was conducted with top managers in the three major areas of drug development: discovery, clinical development, and commercialisation.</p> <p>The team were able to draw conclusions from both an IT and organisational viewpoint to profile successful and unsuccessful scenarios leading to the development of a series of “winning strategies” for effective collaboration in the pharmaceutical industry.</p>
Client	A leading Japanese medical device manufacturer and domiciliary care provider.
Issue	To identify and quantify the market opportunities for their products in selected EU states
Solution	<p>The team undertook for each of the 3 states:</p> <ul style="list-style-type: none"> - a thorough review of the health care and reimbursement systems; - determined the market structure, trends and drivers of the home health care environment; - analysed the competitors – both home health care service providers and device manufacturers; - quantified the market opportunity. <p>Results were interpreted to provide a market entry advice.</p>
Client	A leading mining company.
Issue	To understand the commercial opportunity for a novel by-product of the metal extraction process – an archaeal lipid
Solution	<p>The first phase of work involved helping the client to characterise the lipid’s functionality which in turn helped to define likely industrial applications.</p> <p>The second phase of the study involved identifying market opportunities and prioritising those which were most attractive in terms of time to market, cost to market, market value and potential demand.</p> <p>Phase three involved the identification of development partners and assisting the client in negotiations.</p> <p>The result is that a lipid product is already in the late stages of commercialisation.</p>

Client	A new venture 3G company.
Issue	To develop a mobile electronic prescribing service offering utilising UMTS/3G wireless technology.
Solution	A detailed survey of prescribing behaviour and workflow was conducted for physicians both in the UK and the US. The results were utilized to develop the product specifications and business case for a handheld prescribing device to be utilized within the NHS primary/secondary care environment.
Client	A leading Japanese trading company.
Issue	The need to conduct a fast opportunity assessment of selected technology areas in Russia for a main Board review.
Solution	The team prepared a top level strategic review of the IT and Telco opportunities in Russia to help the main Board identify investment opportunities for long-term business development.
Client	An international telecommunications company.
Issue	To develop new services in order to enter the e-clinical development market utilising UMTS/3G mobile wireless technology.
Solution	URCH led a client-based team to develop product specifications and to prepare a business plan to utilise 3G devices for video and rich graphic patient diaries, e-trials, and e-CRA management.
Client	A leading Ukrainian pharmaceutical distributor and pharmacy chain owner.
Issue	The need to devise a corporate strategy for both sides of the business.
Solution	An international, multi-functional team undertook a detailed analysis of the current business, competitive, and market environment in Ukraine. In cooperation with the client's top management, the team created a number of strategy options and a detailed financial plan for each option. The client's strategy of choice was to become Ukraine's first integrated pharmaceutical distributor and retail pharmacy business. The URCH team then built a practical and detailed business plan which they assisted the client to implement over an 18 month engagement. As a result, the client has moved up several points in the league table of pharmaceutical distributors in its home market.
Client	The second largest Russian pharmaceutical distributor.
Issue	To develop an investment memorandum in preparation for seeking private equity funding.
Solution	The URCH team assisted the client by preparing detailed market assessments, internal analysis and by the preparation of the outline Investment Memorandum.

Client	A leading Ukrainian pharmacy chain owner.
Issue	The reorganisation of a traditional, Soviet-style, 1950's pharmacy chain consisting of 500 outlets/kiosks.
Solution	<p>The URCH team undertook a diagnostic of the existing pharmacy business while comparing and contrasting it to UK best practice scenarios.</p> <p>The result was a blue-print for the introduction of Western-style, mini-market pharmacies - already 5 of these new style stores have been launched.</p>
Client	A leading Eastern European health care company.
Issue	To prepare an investment memorandum and identify potential investors.
Solution	<p>Based on prior project work the team developed a detailed investment memorandum and comprehensive financial projections to promote the investment opportunity.</p> <p>The team carried out a world-wide search for potential investors and were able to identify 2 banks and 1 international investment fund which entered into discussions with the client.</p>

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