

# Intelligence and insights

## Providing the industry's most accurate business intelligence and market insight

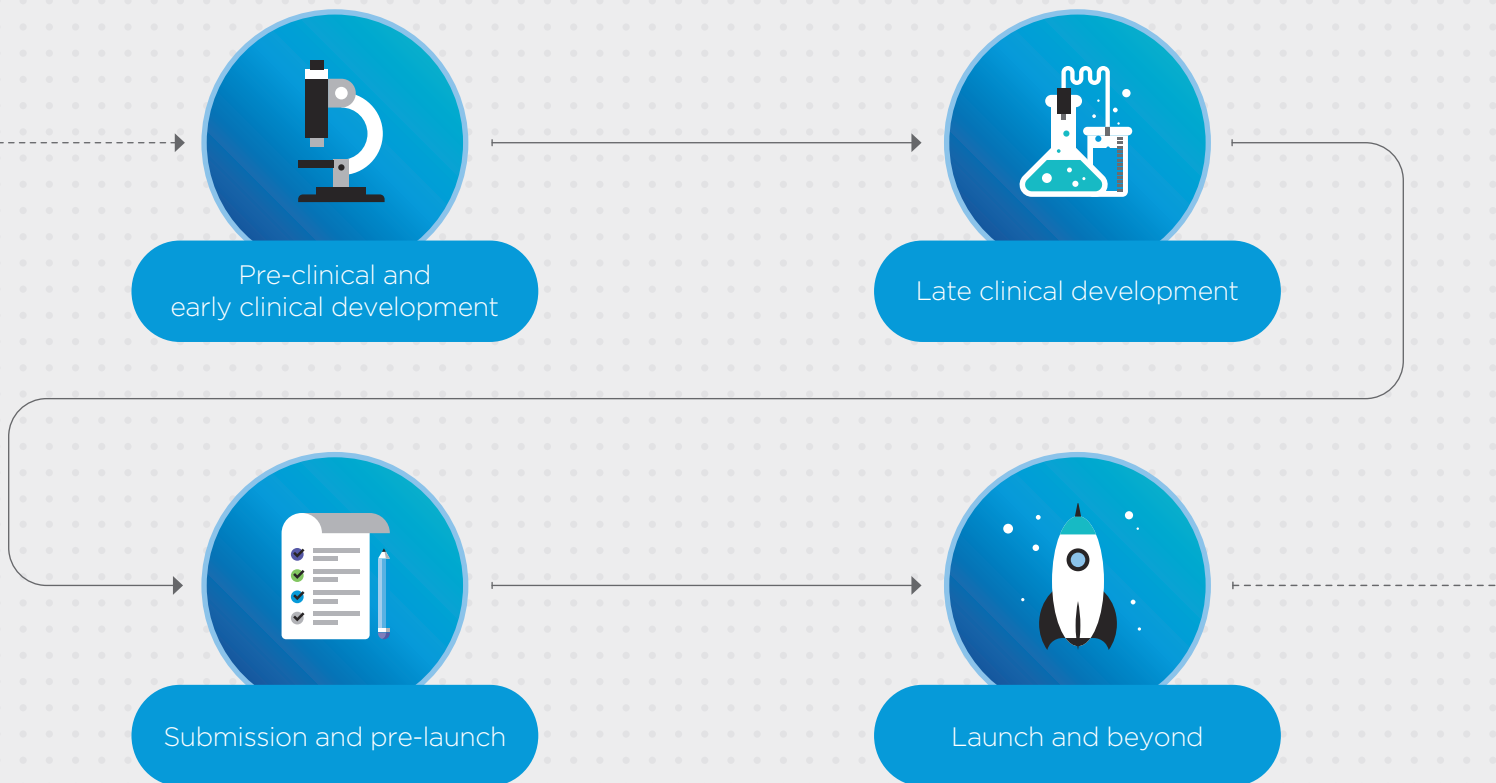
Our Pennside team provides strategy and business insights to global pharma and biotech companies seeking market landscape and competitive intelligence understanding.

Our methodology involves the use of primary research to gain actionable insights which our clients can use in their decision-making process.

We tailor our projects to fit client needs. These can be comprised of one or several services.

### Our processes and services

- Landscape analysis
- Investor due diligence
- Licensing and acquisition support
- Life cycle management
- Situational analysis
- Competitor benchmarking
- Launch analog service
- Reimbursement and payer analysis
- Medical congress support
- Qualitative market research
- Generic and biosimilar threat analysis
- Manufacturing assessments
- News and key event coverage



## Our experience

We have extensive experience and expertise in all major disease areas, including:

- Cardiovascular
- Cell and gene therapy
- COVID-19
- Dermatology
- Endocrinology
- Gastroenterology
- Immunology
- Infectious disease
- Nephrology
- Neuroscience
- Oncology
- Ophthalmology
- Orphan/rare diseases
- Respiratory
- Rheumatology
- Urology
- Vaccines
- Women's health

## Our network

With 28+ years of excellence in development drug consulting for the healthcare industry we have an extensive global Key Opinion Leaders (KOLs) database, and current relationships with KOLs that enable our project team to focus its interviewing efforts on leading specialists and thought leaders, such as:

- KOLs and Opinion Leaders (OLs) having experience with competitive clinical trials
- Primary Investigators (PIs) responsible for conducting competitive clinical protocols
- Other clinical investigators and thought leaders
- Trial support staff (eg, pharmacists, nurses)
- Community medical doctors
- Payers
- Industry sources and contacts, such as industry analysts
- Past employees of competitor companies
- Pharmaceutical industry support contacts (eg, management consultants, ad agencies, recruiting agencies, market research agencies, CME firms, CROs)
- Various regulatory contacts and consultants

## We do all of this on a global scale

