



Case Study

Assessment of Existing and Probable Challenges in Drug Market

Client's Business Influence

Successful and profitable distribution of the product.

Project Scope:

One of the major Pharma Company approached us with the requirement of Identification of the existing and upcoming competitors & their drug strength in the current market is crucial and need accurate data analysis.

Methodology/ Approach:

- Identification of Primary competitors and their product / drug interrogation.
- Analysis of drug trade name, rationale, pre-clinical, functional status, clinical safety, efficiency profile, HE/OR and clinical phases through heterogeneous domains.
- Researchers explored each domain & tracking of therapeutic relevant information.
- Analysis of competitor drug trade name, rationale, pre-clinical, functional status, clinical safety, efficiency profile, HE/OR and clinical phases from the listed tracker.
- Integration and analysis of competitor information as specified by the client.
- 3 level QC+ to make sure provided information was accurate and consistent.