

Field Reference Sheet

Service:	R&D Portfolio	Industry:	Pharmaceutical
Company Profile	US leader in pharmaceutical research and manufacturing		
Business Problem:	<p>The company's R&D was not well aligned with the business strategy and the operating results were lagging, which was translating in shareholder value loss and financial profile impact.</p> <p>The lack of coordination and collaboration between Divisions and Functions was impacting the effectiveness of the ideation and R&D process, which was the core differentiator of the brand.</p>		
Solution:	<ul style="list-style-type: none"> • Constructed a center of excellence for Pharmaceutical R&D by merging existing intellectual property and technology innovation assets and resources • Optimized the process valuation methods with the accrued benefits of structured ideation sessions. • The process driven approach established optimized governance methodology, internal policies, advanced analytics and required technical capabilities necessary to align product R&D with top-line business strategy and bottom line results. • The overall effort leveraged the successful participation and collaboration of both scientific resources and leadership team within the corporation. 		
Benefits:	<ul style="list-style-type: none"> • Following the deployment of this Center of Excellence, the ideation and R&D flows were processed more effectively. • Improved R&D throughput and collaborations allowed the shareholders and market perception to be turned around, translating into rapid growth of the Equity, hence easing funding pressures. 		
Additional Context:	<p><i>The cost of Clinical Trial (in each phase) can be a major burden for a Pharmaceutical or Biotech company. Reducing cycle times, separating gathering and processing of data and optimizing the ideation and valuation processes can significantly reduce these costs and accelerate the time-to-market, as the experience showed.</i></p>		