

PHASE I – POST #1

PHASE I – Biotech consulting services built to give you the best chance of success from the start

- **Corporate communications** – We help you establish solid commercial foundations through IR, PR, and media comms.

We use data-driven insights, creativity, and innovative technologies to unlock commercial potential for our clients with a range of brand and creative communications to provide biotech companies with a solid B2B marketing footing in the commercial market.

- **Future landscape assessment** – We provide invaluable insights into clinical and high-level competitive environments.

With a rapidly evolving, ever-changing landscape, we understand the challenges pharma and biotech companies are facing in bringing their products to market. We have the experience, knowledge, and industry relationships to help you overcome barriers, reach more patients, and successfully grow your market share by analyzing and interpreting future trends.

PHASE I – POST #2

PHASE I – Best-in-class Biotech consulting services, from the very beginning

- **Opportunity assessment & prioritization** – We expertly analyze disease areas, assets, and indications that offer the best commercial and clinical opportunities.

Our leading clinical development strategy puts great emphasis on opportunity prioritization, backed by our deep data strategy and analytics expertise. The Inizio Advisory team helps biotech companies develop, execute, and operationalize their product strategies, new product launches and market access at the right time in their clinical development journey.

- **Clinical evidence requirements** – We support you through TPP and regulatory requirements to protect you from falling foul of any clinical red tape.

Combining complex scientific understanding with the knowledge of the clinical market, Inizio Medical delivers real-world evidence and outcomes research to ensure your project meets the clinical evidence requirements, forging a smooth path to success.

PHASE II – POST #1

PHASE II – Ensuring your project makes the grade commercially and clinically

- **Scientific communication platform** – Our all-in-one platform underpins all scientific communication activities

Science communication is the central pillar holding any biotech and pharma company together. We will provide you with strategic and tactical advice on building your science communication strategy from the ground up while showing you along the way how your science story has the power to make or break your company.

- **KOL mapping & engagement** – Key Opinion Leader (KOL) mapping and profiling capabilities, including digital sphere of influence

Users can expect a competitive layer of real-time updates on KOL activity that improves strategic decision-making and program design as well as inform and improve customer engagement. Inizio uses AI to draw upon a combination of local web data with existing data sources to deepen and enrich insights on Key Opinion Leaders (KOLs) at an unparalleled scale and speed.

- **Experience maps** – Mapping out the patient journey while adhering to practice standards and maximizing the buying process

An experience map is a method of visualizing the entire user experience that a patient will go through. When you have all the data around your patient journey at your fingertips, it is easy to be proactive. Inizio enables you to securely connect all your patient data for a single, unified view of the customer. We transform the Patient Experience and increase return on investment.

PHASE II – POST #2

PHASE II - Integrated biotech solutions that can take clinical development to the next level

- **Value, pricing & access** – We provide price forecasts for investors by utilizing Real World Evidence (RWE)

Using Real World Evidence (RWE) and Health Economics and Outcomes Research (HEOR), gap analysis and pricing and contracting, we provide early go-to-market pricing and access strategy for clinical projects, no matter the complexity.

- **Evidence generation plan** – Maximizing future investments to give your project the best chance of success

We create a gap analysis and evidence plan by utilizing Real World Evidence planning and generation. Driven by evidence, Inizio's Insights team delivers medical communications, medical affairs, real-world evidence, and outcomes research to provide a holistic view, enabling agility in planning and execution.

PHASE III – POST #1

PHASE III – Taking your clinical project to market fast using specialist expertise

- **Scientific communication platform** – Effective planning, prioritization, and implementation of key initiatives

Science communication is the central pillar holding any biotech and pharma company together. We will provide you with strategic and tactical advice on realizing your science communication strategy from ideation, allowing you to implement key initiatives.

- **Brand and creative development** – Bringing you the gold-standard in medical marketing & communications

Experts in strategic engagement and biotech commercialization; we partner with clients to create personalized experiences and deliver improved treatment outcomes. Inizio Engage creates impactful solutions across live, hybrid, and digital channels for HCPs, payors, and patients.

- **Data and analytics to support biotech commercialization** – Offering invaluable market structure and sizing, targeting, and forecasting

Inizio creates personalized experiences that deliver improved commercial outcomes through advanced data, analytics, and insights. Underpinned by best-in-class technology and advanced data and analytics, Inizio partners with pharmaceutical clients to create impactful commercial solutions for healthcare audiences including patients, payers, and providers, across all channels.

PHASE III – POST #2

PHASE III – Guiding you from clinical development to biotech commercialization

- **Outsourced commercial & medical services** – Omnichannel engagement, field, and remote-based teams to facilitate results

Maximize impact, sales performance, and ROI through impactful omnichannel engagement solutions. We design and execute intelligent engagement strategies to help you expand your reach via remote, speciality and field sales teams, commercial service representatives, and digital engagements.

- **Removing barriers to distribution and reimbursement** – Best-in-class research & strategy, account management and support services

With a rapidly evolving landscape, we understand the challenges pharma companies are facing in bringing their products to market. Inizio's dedicated account managers have the experience, knowledge, and industry relationships to help you overcome barriers, reach more patients, and successfully grow your market share.