



PORTFOLIO AND EARLY ASSET DEVELOPMENT STRATEGY

THE CLIENT’S CHALLENGE

With a blockbuster approaching LOE, the client needed to maintain leadership by acquiring and developing a suite of early-phase assets. In a rapidly evolving, highly competitive market, it was critical to prioritize the right assets - those with the strongest potential to sustain commercial leadership and improve health outcomes.



OUR SOLUTION

- Cross-functional workshops set asset and portfolio strategy in the context of the existing portfolio.
- Asset-level landscape assessments (MoA, unmet need, competitors, guidelines) informed critical choices.
- Integrated positioning and a scientific communications platform established clear direction.
- Story flow, planning, onboarding and stakeholder alignment ensured flawless execution.

OUR IMPACT

Global portfolio direction set (two assets were prioritised; two were divested).

Evidence-based scientific and commercial positioning established.

Trial designs shaped to support differentiation.

External validation achieved via compelling 3D MoA communications.