

Competitor tracking made easy with all the insights you need, in one place

Precise, fast and actionable – it's what every Global Access leader needs from competitor insights, given the strong influence competitor events can have on the success of your brand. And yet many Access leaders still struggle to get timely and accurate data on competitor activity, often relying on multiple sources and updates from country colleagues to inform their launch strategy.

Challenges Competitor Insights addresses



Lack of timely information on competitors may result in missed opportunities to respond and inform stakeholders effectively.



Failure to monitor competitors risks missing threats like product launches, regulatory approvals, price changes or clinical trial progress.



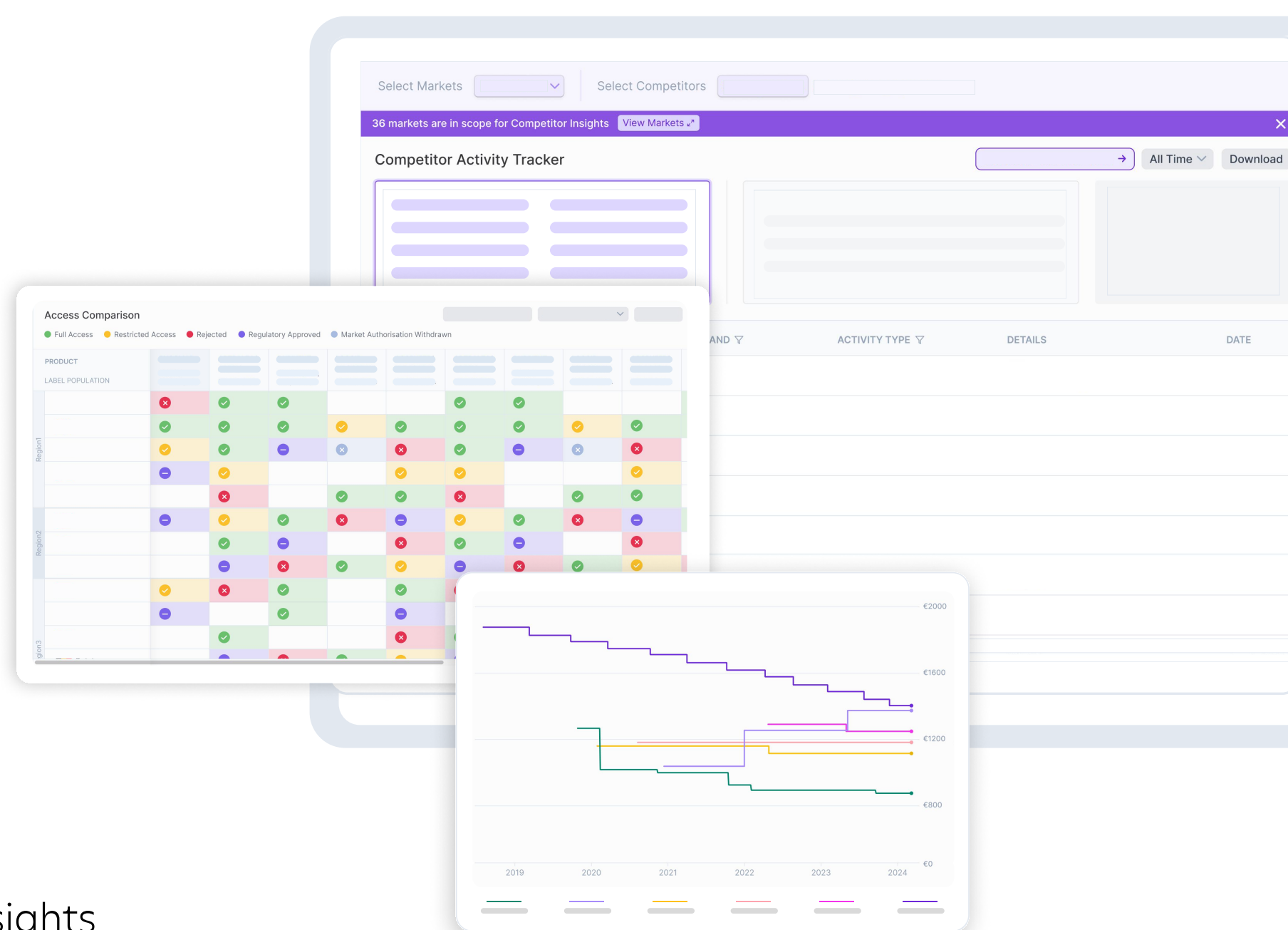
Manual analysis of fragmented competitor data delays decisions and wastes valuable resources.



Without insights, strategies often become reactive, leaving little room for proactive planning to outpace competitors.

Competitor Insights capabilities

- ✓ A dynamically updated centralised resource collating all competitor insights, in one place
- ✓ Inform your P&R strategy with KPIs that matter:
 - Time to access vs competitors
 - Breadth of access vs competitors
 - Price performance vs competitors
- ✓ Instant alerts to track:
 - Regulatory approvals
 - HTA decisions and outcomes
 - Price approvals and changes
 - Reimbursement restrictions and sub-populations
 - Phase III trial readouts
- ✓ Quickly analyse and react to competitor activity with insights crafted specifically for access leaders



Industry leaders love what we do

