

PUTNAM OVERVIEW

Strategy for the Life Sciences



Who We Are

Putnam, an Inizio Advisory Company, is a premier strategic consulting partner for pharmaceutical and life science companies. We offer an unparalleled depth and breadth of advisory service expertise combined with scientific and technical capabilities to help our clients solve their most complex challenges and advise on the commercialization of life-changing therapies bringing preventions and treatments to those that need them.

Our Core Practice Areas



VALUE, PRICING & ACCESS STRATEGY

- Evolving landscape and decision driver analysis
- Value proposition and HTA strategy development
- Launch pricing and reimbursement strategy



NEW PRODUCT STRATEGY

- Treatment landscape and unmet need assessment
- Comprehensive buying process
- Product positioning and competitive strategy
- Market segmentation and center of excellence profiling



ESTABLISHED PRODUCT & FRANCHISE STRATEGY

- Brand diagnostic and growth strategies
- Source of new business and opportunity analysis
- New indication assessment and launch support
- Physician and patient segmentations



MEDICAL AFFAIRS STRATEGY

- Need based epidemiology plan development
- Recommendation and guidelines strategies
- Medical and scientific communication development
- Clinical program development support



PORTFOLIO, LICENSING & DEVELOPMENT STRATEGY

- Therapeutic area (TA) strategies
- Portfolio optimization
- BD product assessments
- Pipeline scans and assessments



DATA STRATEGY

- Portfolio-level digital and personal promotional strategy
- Corporate account engagement strategy
- Data platform and insight mining strategy
- R&D decision process strategy

Putnam Advantage

Focused

- Putnam focuses solely on life science industries, allowing us to provide unparalleled depth, experience and insight into our clients' most complex challenges
- Custom application of rigorous problem structuring and quantitative and qualitative methods to solve complex challenges

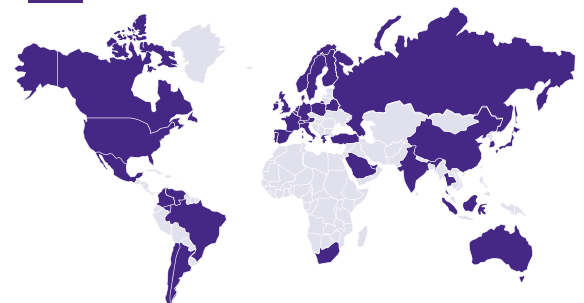
Experienced

- Leader in life sciences for over 25 years
- Putnam partners average 15 years of industry experience and remain deeply engaged throughout each project
- Many of our senior staff bring prior experience from top generalist strategy consulting firms
- We serve a range of biopharmaceutical, diagnostics, medtech, and private equity/venture capital clients including the top pharmaceutical companies..

Partners

- Our approach is simple: put the clients' needs first and execute exceptional work on every project
- Our credibility is measured by the formation of trusted, team-oriented relationships: we have been working with many of our clients for more than a decade, even as our practices have expanded

FOCUS MARKETS





Fast Facts

- Founded in 1988, headquartered in Boston with offices across the US, Europe, and Asia
- 550+ employees and growing, recruited from top undergraduate/graduate programs and industry
- Exclusive focus on life sciences, supporting critical business decisions at all stages of the product and franchise lifecycle, with projects spanning over 50 therapeutic areas
- Half our projects focus on commercializing cutting edge medical innovations
- Hypothesis-driven approach, world class methodologies, and custom frameworks help structure problems and drive analysis
- Close collaboration with clients, many for more than a decade
- Consistently ranked as a top consulting firm in the US by Vault
- Being part of Inizio Advisory and the broader Inizio group allows us to tap into various connected solutions helping clients across the industry

Insight

The capacity to gain an accurate and deep intuitive understanding

Clarity

The quality of being easily understood

Strategy

A careful plan or method for achieving a particular goal

Our Values



Collaboration

Team
Trust
Compassion



Excellence

Set High Standards
Develop & Retain our People
Exceptional Experience



Ingenuity

Creative Thinking
Resourcefulness
Pushing Boundaries



Grit

Passion
Perseverance
Effort Drives Success



Diversity

Inclusion
Respect
Better for it

Connect

Get in touch at putassoc.com