

Portfolio Evaluation

Case Study: Maximizing business potential



Project Background

- Our client is a top ten global pharmaceutical company with large product portfolios accumulated from mergers, acquisitions or legacy
- The company wanted to channelize its efforts and maximize business potential by focusing on strategically important assets and divesting products of lesser relevance



Objectives

The objective is to conduct a detailed portfolio assessment for diversified brands portfolio to identify the investment opportunities within the company and outside in order to capitalize and maximize business opportunities



Approach

- The phamax comprehensive portfolio assessment framework created a portfolio attractiveness matrix based on the product and market attractiveness:
 - Product attractiveness is derived by analysing the evolution of the product and portfolio
 - Market attractiveness is derived by analysing the dynamics within the molecule and therapeutic drug class



About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.



Results

- Explored untapped opportunities within the portfolio
- Optimal resource utilization by divesting non-key products
- Identified the potential partners to divest business for due diligence/further negotiation
- Identified in-licensing opportunities