



Pharmaceutical R&D Consulting

Whether you need help assessing the market potential of a new product, evaluating the strength of the R&D portfolio, or surveying R&D licensing opportunities, SRI can provide you with clear and in-depth answers.

Because a successful venture in the biopharmaceutical industry requires both a strong technology platform and financial strength, R&D decisions that may affect the overall outcome of your business strategies should be carefully evaluated by an objective third party.

SRI's consultants from the Biosciences Division provide strategic and operational R&D consulting services. We have a thorough understanding of the drug discovery and product development process and the risks associated with pharmaceutical R&D. Our staff has extensive pharmaceutical industry experience in basic and applied biomedical research and in R&D planning and management. SRI can conduct complex R&D analyses and evaluations. Our pharmaceutical experts work closely with other groups at SRI to bring you solid R&D advice with strong business support, a combination not found in other consulting organizations.

Spiraling health care costs and competition for scarce resources within the health care industry have created a need for efficiency and cost-effectiveness at every step of the drug development and marketing process; in turn, pharmaceutical executives have begun to rely increasingly on the use of cost-effective, objective analysis in health care product selection and in the development of marketing strategies to ensure return on investment.



Bridging the drug development gap

SRI's R&D consulting activities include:

- Strategic research planning
- Technical feasibility studies
- Technology and market assessments
- Therapeutic area evaluations
- Competitive analysis
- R&D portfolio assessments
- In-and-out licensing opportunities
- Product planning
- Market research studies

These analyses will enhance strategic decision-making regarding the development of new pharmaceuticals and help determine effective positioning and marketing of both new and already approved drugs.

SRI has 30 years of experience in life sciences R&D and pharmaceutical business practices. We welcome your challenges and invite you to discuss your R&D consulting needs with us.

You Make the Call

For further information, contact our Client Services Team:

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