

# Inferre Consulting

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# About Us



"Inferre" [in'fer.reh] - *A critical skill that involves use of clues and logical thinking to arrive at a conclusion, helping us to understand and interpret the context which isn't directly stated.*

At Inferre Consulting, our goal is to provide evidence based strategic solutions for **healthcare market leadership**. We are dedicated to the Biopharma, Medical Device, and Life Science industries. We empower your business with comprehensive, data-driven insights and strategic solutions that drive innovation and success.



# Who we are!



## Our Mission

Navigating your Market Access Challenges in Biopharma and Medical Device sector.

## Our Key Clients

Small, medium sized and budding enterprises, expanding business opportunities and revenue growth.

## Our Team

Our dedicated team navigate your business challenges and let you thrive through diverse healthcare landscapes with our expertise.



Average years of experience of our team members



We understand your product, your challenges and your need



We have expertise in European and APAC market



We have well connected business network



We value your trust on us

# ***We translate market insights into actionable business strategies.***



## **Pharma and MedTech Market Research**

- **We help healthcare companies to evaluate new markets by** gathering and analyzing market data to understand trends, challenges, and opportunities within the pharmaceutical and medical technology industries. This helps companies to make informed decisions about product development, marketing strategies, and business growth.
- **Primary and secondary market research:** we conduct field surveys, market analysis, epidemiology study, PICO<sup>±</sup> analysis, literature review, competitor intelligence etc. – all the insights that inspire innovation.

# Key Market Statistics, Europe

28+

Market Dynamics in Europe

30%

Price reduction request by EMA

50%

Market Access delay for new medicine in 2017-22

5k+

Healthcare companies in EU

18 Mo.

Avg. market authorization Time



**Every European Market Needs Individual Tailor-made Attention**

# ***Challenges in European Market Access***

## **1 Building Relationship**

Trust-based relationships with local HCPs, regulators, KOLs are essential.

## **2 Market Entry Strategy**

Understanding the local market dynamics, stakeholders is important.

## **3 Competitive Landscape**

Requires innovative strategies and a strong value proposition.

## **4 Regulatory Compliance**

Country-specific compliance requires significant resources and expertise.

## **5 Pricing & Reimbursement**

Securing favorable pricing terms are often a major hurdle

## **6 Cultural Difference**

Diverse cultural norms and business etiquettes.

# Market Research by Inferre Consulting - Insights that Inspire Innovation



1

## Let us know about you\*

- Share your pain-points
- Tell us more about your products, markets, target customers, expectations

2

## What we do

- Conducting Field Survey, engaging expert interviews
- Market Analysis
- PICO<sup>±</sup> Analysis
- Competitive Intelligence

***Market Research is the art of understanding consumer needs and market dynamics to drive informed business decisions.***

\*We respect high confidentiality of your business information

\* No conflict of your business interest with our other clients

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± PICO: Patient-Intervention-Comparison-Outcome



## ***What our clients say***



“Combined their excellence to do in-depth market research to gather the right market intelligence we needed.”

*- Clinical Diagnostic Marketing Head*

“Very efficient team, open-minded, always keeps attention to their work and looks for the best solution.”

*- Key Opinion Leader, Clinician*

“Prepared an extraordinary report - no stone left unturned - invested lots of efforts in all steps.”

*- Pharma Market Access Leader*

“We must always remember, with compassion and dedication, that the patient is the most valuable stakeholder in all our activities”.

*– Managing Director, Inferre Consulting*