

From Science to Market Leadership. We Turn Potential into Measurable Value.

PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT

BETTER
HEALTHCARE
FOR A BRIGHTER
TOMORROW

Strategic Advisory for a Successful Journey
from Development to Launch –
in Pharma, Biotech and MedTech.



CLEARER DECISIONS

Reduce uncertainty



STRONGER EXECUTION

Align people, processes
and resources



HIGHER IMPACT

Accelerate access
for patients



DRIVING BUSINESS PERFORMANCE

- ✓ Increase market share
- ✓ Strengthen competitive position
- ✓ Optimize return on investment
- ✓ Improve net cash flow and EBIT contribution



LAUNCH

Market Impact
and Growth



APPROVAL

Regulatory Success
and Access



DEVELOPMENT

Evidence and
Differentiation



SYNTHESIS & DISCOVERY

Innovation and
Patient Need

TURNING
KNOWLEDGE INTO
BETTER LIVES.



PHARMA
Innovation for
a healthier world.



BIOTECH
Science today.
Solutions tomorrow.



MEDTECH
Technology
that makes a difference.

THE MISSING INTELLIGENCE

SEE THE BEHAVIOR AND BELIEFS (CUSTOMER PERCEPTION).
UNDERSTAND THE WHY.

PRESCRIBERS AND RECOMMENDERS

Understanding the healthcare professionals who prescribe, recommend and influence treatment choices.

PEOPLE
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BETTER
HEALTHCARE
FOR A BRIGHTER
TOMORROW



INTENSIVE CARE UNITS

High-acuity decisions.
Complex patients.
Evidence, safety and real-world experience.



HOSPITAL WARDS

Interdisciplinary decisions.
Guidelines and practical feasibility.
Team influence.



OUTPATIENT PRACTICES

Individualized decisions.
Experience, trust and relationships.
Long-term treatment paths.

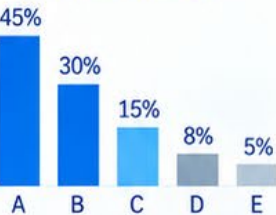
COMPLETE MARKET REALITY

Multiple dimensions – a complex picture.

Market success is the result of measurable data and the beliefs, experiences and preferences of healthcare professionals.

INVESTMENT

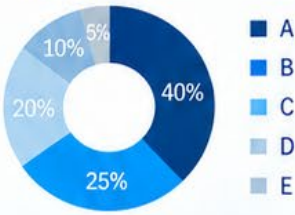
Where resources go



- Relative investment levels
- Focus across channels
- Consistency over time
- Alignment with strategic goals

SHARE OF VOICE

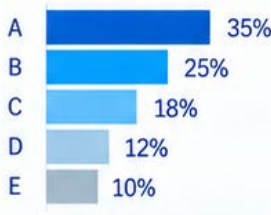
Who is heard



- Relative communication presence
- Visibility in key channels
- Share of scientific dialogue
- Perceived thought leadership

MARKET SHARE

What is achieved



- Current and dynamic view
- Across segments and regions
- Link to growth opportunities
- Competitive position

CUSTOMER PERCEPTION

Why it happens



- Beliefs, experiences and attitudes
- Unmet needs and barriers
- Drivers of prescription and recommendation
- Differences between segments

FROM EVIDENCE TO ACTION

Turning insights into better decisions and superior market performance.



MARKET
INTELLIGENCE

Facts and customer
perception



STRATEGIC
PRIORITIES

Clear choices
based on evidence



TARGETED
ACTIONS

Right investments
and execution



BETTER
PERFORMANCE

Market share, ROI and
sustainable growth



PEOPLE
Make the difference.



KNOWLEDGE
Creates opportunities.



REAL IMPACT
Improves lives.

WHAT ICCBA DOES

MEASURE WHAT MANAGEMENT NORMALLY CANNOT SEE.

Turning complex reality into clear, actionable intelligence.

PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT

FROM
INSIGHT TO
REAL ADVANTAGE.

ICCBA – THE DIAGNOSTIC ENGINE FOR BETTER DECISIONS.

*"You cannot
manage what you
do not understand."*

S & P

MULTI-DIMENSIONAL INPUT

Relevant. Structured. Comparable.



CUSTOMER PERCEPTION

Attitudes, beliefs, preferences, behavior.



BRAND PERFORMANCE

Awareness, consideration, usage, loyalty.



COMPETITIVE ENVIRONMENT

Benchmarking, market dynamics, share of voice.



MARKET ACCESS REALITY

Regulatory, reimbursement, regional differences.



STAKEHOLDER VIEW

Prescribers, payers, KOLs, guidelines, institutions.



EXTERNAL DATA

Epidemiology, real-world evidence, market data, scientific insights.

ICCBA INTELLIGENCE ENGINE

Integration. Analysis. Insight.



ACTIONABLE OUTPUT

Clear. Relevant. Management-ready.



FACT-BASED INSIGHTS

What is happening?
Why is it happening?



STRATEGIC IMPLICATIONS

What does it mean for
your business?



PRIORITY AREAS

Where to focus?
Where to invest?



SCENARIOS & OPTIONS

What are the potential
outcomes?



TAILORED RECOMMENDATIONS

What should we do?
How to implement?



MEASURABLE IMPACT

Track progress.
Value creation.

KEY CHARACTERISTICS OF ICCBA

A UNIQUE APPROACH FOR COMPLEX DECISIONS.



SCIENCE-BASED

Built on medical,
market and behavioral
science.



CUSTOMER-CENTRIC

Focus on real-world
behavior and
unmet needs.



COMPETITIVE BENCHMARKING

Up to 9 comparators
in parallel.



FLEXIBLE & TAILORED

Adapted to asset,
indication and
market situation.



GLOBAL PERSPECTIVE

Consistent
methodology
across markets.



EXECUTIVE RELEVANCE

Insights that drive
decisions and
performance.

DEEPER INSIGHT.
CLEARER CHOICES.
STRONGER PERFORMANCE.

ICCBA TURNS COMPLEXITY
INTO A COMPETITIVE ADVANTAGE.

WHERE ICCBA CREATES VALUE ACROSS THE LIFECYCLE

The right intelligence. At the right time. For the right decisions.

PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT

DIFFERENT
QUESTIONS.
A COMMON
INTELLIGENCE
ARCHITECTURE.

FROM FIRST EVIDENCE
TO LASTING IMPACT.
ICCBA ACCOMPANIES
YOUR JOURNEY.

SUSTAINABLE
MARKET LEADERSHIP

Phase IIIa/IIIb

Pre-Launch

Launch

Competitive
Environment

Lifecycle
Prolongation

- Patients
- Business
- Society

PHASE IIIa / IIIb
Build the foundation

PRE-LAUNCH
Prepare for success

LAUNCH
Accelerate adoption

COMPETITIVE ENVIRONMENT
Defend and grow

LIFECYCLE PROLONGATION
Extend value

KEY QUESTIONS

- How do prescribers perceive the future value?
- Which unmet needs matter most?
- What will be the competitive reality at launch?

ICCBA FOCUS

- Early perception
- Positioning potential
- Key opinion leaders
- Evidence gaps

KEY QUESTIONS

- Is the value proposition resonating?
- What concerns and barriers remain?
- How effective is our pre-launch preparation?

ICCBA FOCUS

- Message testing
- Readiness assessment
- Stakeholder alignment
- Pre-launch scenario planning

KEY QUESTIONS

- How fast are we adopted?
- Which segments drive initial growth?
- Where are the perception gaps vs. competitors?

ICCBA FOCUS

- Real-time market feedback
- Driver and barrier analysis
- Competitive benchmarking
- Tactical optimization

KEY QUESTIONS

- How does the competitive landscape evolve?
- Where do we gain or lose ground?
- What are the next best moves?

ICCBA FOCUS

- Ongoing performance tracking
- Deep-dive competitive analysis
- Segment-specific strategies
- Early warning signals

KEY QUESTIONS

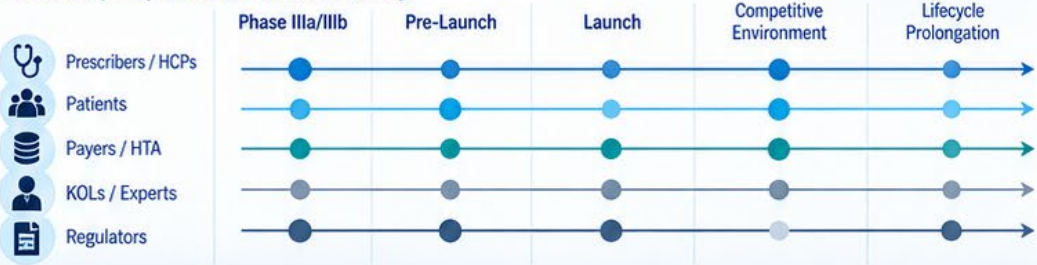
- How can we extend commercial success?
- Which new opportunities exist beyond the label?
- How do we maintain a strong perception over time?

ICCBA FOCUS

- Life-cycle optimization
- New indications / services
- Evolving stakeholder needs
- Long-term value strategies

EVOLVING STAKEHOLDERS – CONSTANT INTELLIGENCE.

Different perspectives. A shared reality.



LIFECYCLE INSIGHTS DRIVE SUPERIOR RESULTS.

- Higher and faster market uptake
- Stronger competitive position
- More efficient resource allocation
- Improved patient access and outcomes
- Sustainable revenue and longer lifecycle

“Markets change. Perceptions evolve.
The need for reliable intelligence never ends.”

SAME MISSION.
EVERY PHASE.
BETTER DECISIONS.



PEOPLE
Make the difference.



KNOWLEDGE
Creates opportunities.



REAL IMPACT
Improves lives.

FROM EVIDENCE TO EXECUTIVE PRIORITY

Evidence becomes valuable only when it changes a decision.

PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT

FROM
EVIDENCE
TO EXECUTIVE
ACTION.

BEYOND
THE OBVIOUS.

WE REVEAL
WHAT REALLY
MATTERS.



Visible Reality

- Market share
- Sales data
- Published information
- Common assumptions

Hidden Reality

- Perceptions and beliefs
- Unmet needs
- Barriers and resistance
- Future potential
- Competitive vulnerabilities

*"Better questions.
Deeper insights.
Stronger decisions."*

S & P

TURN
INFORMATION
INTO
IMPACT.



THE CLIENT IMPROVEMENT MATRIX

From insight to strategic and operational action.



FROM ANALYSIS TO ACTION

A clear path to better business results.



KEY INSIGHTS

- What is really happening?
- Why is it happening?
- Where are the biggest gaps?



STRATEGIC PRIORITIES

- Which areas matter most?
- Where can we win?
- What are the risks?



RESOURCE ALLOCATION

- Where to invest?
- Where to optimize?
- What to stop?



TARGETED ACTIONS

- How to implement?
- Who is responsible?
- What is the timeline?



MEASURABLE IMPACT

- Market share
- ROI / Net cash flow
- Sustainable growth

INSIGHT TODAY.
A STRONGER TOMORROW.

BECAUSE BETTER DECISIONS
CREATE REAL VALUE.

SAME DATA.
A DIFFERENT PERSPECTIVE.
A BRIGHTER FUTURE.



PEOPLE
Make the difference.



KNOWLEDGE
Creates opportunities.



REAL IMPACT
Improves lives.

ONE ARCHITECTURE ACROSS CRITICAL FUNCTIONS

A shared intelligence base. Better alignment. Stronger decisions.

PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT

**BREAK
SILOS.
CREATE
VALUE TOGETHER.**

DIFFERENT PERSPECTIVES. A COMMON GOAL.

Better decisions for
patients, business
and society.

*"Intelligence
creates value
when people
work with a
common reality."*
S & P



THE POWER OF INTEGRATION

From fragmented insights to a unified management perspective.



BREAK DOWN SILOS

Integrate data, views
and expertise across
functions.



CREATE NEW INSIGHTS

Identify connections
and opportunities
others miss.



ENABLE FASTER DECISIONS

One consistent
evidence base for
all stakeholders.



MAXIMIZE IMPACT

Better execution.
Stronger performance.
Greater value.

INTEGRATED INTELLIGENCE
FOR A HEALTHIER TOMORROW.

DIFFERENT EXPERTISE.
A SHARED PURPOSE.
REAL PROGRESS.



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WHY S&P

ANALYTICAL DEPTH. EXECUTIVE EXPERIENCE. PRACTICAL IMPLEMENTATION.

More than data. A partner for better decisions and measurable impact.



DEEP LIFE SCIENCE EXPERTISE

- Medical, scientific and market understanding
- Therapeutic area experience
- From early development to mature brands



EXECUTIVE EXPERIENCE

- Real management perspective
- Board and advisory level insight
- Strategic and operational implementation know-how



INDEPENDENT & OBJECTIVE

- Fact-based analysis
- No conflict of interest
- Transparent and reliable



TAILOR-MADE ARCHITECTURE

- Customized to your questions
- Modular and flexible design
- Relevant for your specific market and assets



COMPETITIVE BENCHMARKING

- Up to 9 comparators
- Robust and actionable insights
- Clear identification of opportunities and risks



INSIGHTS TO IMPLEMENTATION

- From analysis to strategic recommendations
- Support in prioritization and execution
- Focus on measurable business impact

S & P – Your Partner for Market Intelligence and Strategic Implementation.

S & P
INTELLIGENCE ARCHITECTURE

Executive School of Thoughts
Market Intelligence for Better Decisions

PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT

EXPERIENCE
CREATES
PERSPECTIVE.
PERSPECTIVE
CREATES VALUE.



HIGHER
PERSPECTIVES.
BETTER
DECISIONS.
STRONGER
OUTCOMES.

*"Experience
turns insight
into impact."*

S & P

30+

Years of
Experience

Global

Markets and
Perspectives

100+

Projects in
Pharma, Biotech
and MedTech

Proven

Track Record
with Leading
Companies



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Make the difference.



KNOWLEDGE
Creates opportunities.



REAL IMPACT
Improves lives.

VALUE CREATION
THROUGH INSIGHT.

LET'S TURN INSIGHT INTO A STRONGER TOMORROW.

Start the conversation. Create new opportunities. Achieve measurable impact.



**REDUCE
UNCERTAINTY**

Facts before
major investments.



**SHARPEN
PRIORITIES**

Focus on what
really matters.



**ALLOCATE
RESOURCES WISELY**

Invest with
confidence.



**STRENGTHEN
COMPETITIVE POSITION**

Turn insight
into action.



**IMPROVE
BUSINESS PERFORMANCE**

Higher market uptake,
stronger ROI.



**CREATE
LASTING VALUE**

For patients,
business and society.

NEW PERSPECTIVES
OPEN NEW HORIZONS.

*"Better decisions today
for a healthier tomorrow."*

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RIGHT
QUESTIONS.
BETTER DECISIONS.
A BRIGHTER
TOMORROW.

LET'S
TALK.

YOUR NEXT STEP



Initial
Discussion



Explore
Your Questions



Define Potential
Next Steps

CONFIDENTIAL.
PROFESSIONAL.
SOLUTION-ORIENTED.



PEOPLE
Make the difference.



KNOWLEDGE
Creates opportunities.



REAL IMPACT
Improves lives.

S & P – Your Partner for Market Intelligence and Strategic Implementation.

VALUE CREATION
THROUGH INSIGHT.

LET'S TURN INSIGHT INTO A STRONGER TOMORROW.

Start the conversation. Explore possibilities. Create measurable value.

RIGHT
QUESTIONS.
BETTER DECISIONS.
A BRIGHTER
TOMORROW.

**LET'S
TALK.**

NEW PERSPECTIVES. REAL PROGRESS.

In a complex and fast-changing environment, the right intelligence today can make the difference tomorrow – for your business, for patients and for society.

*"A better future
starts with better
questions."*

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PEOPLE
KNOWLEDGE
STRUCTURE
REAL IMPACT



REDUCE UNCERTAINTY

Facts before
major investments.



SHARPEN PRIORITIES

Focus on what
really matters.



ALLOCATE RESOURCES WISELY

Invest with
confidence.



STRENGTHEN COMPETITIVE POSITION

Turn insight
into action.



IMPROVE BUSINESS PERFORMANCE

Higher market uptake,
stronger ROI.



CREATE LASTING VALUE

For patients,
business and society.

YOUR NEXT STEP

1

Initial Discussion

Share your key questions
and objectives.

2

Explore Your Opportunities

Discuss how ICCBA can support
your specific situation.

3

Define Potential Next Steps

Outline a tailored approach
and timeline.

CONTACT US

We look forward to an exchange
with you.



E-Mail
info@shccp.de



Website
www.SHCCP.de



S & P Dr. Schneider
Health Care Consulting Partners GmbH
Biskamp 16
D-23683 Scharbeutz
Germany

*Insights
today.
Better
healthcare
tomorrow.*

S & P

DR. SCHNEIDER
HEALTH CARE CONSULTING
PARTNERS

GLOBAL PERSPECTIVE.
LOCAL RELEVANCE.
LASTING IMPACT.

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THROUGH INSIGHT.