



integrated strategic
information services



Global Leaders in Clinical & Commercial CI
to the Pharma & Biotech Industry Since 1992

INTELLIGENCE THAT MAKES A DIFFERENCE!

The I.S.I.S. Difference

Key Client Benefits

Quality of Primary Sources	Proprietary database of pre-qualified, well-cultivated contacts in 20 countries, including scientists, MDs, industry executives, nurses, regulators, analysts and other experts	Rapid turnaround of ad hoc requests, including in-depth interviews, fully-triangulated expert insights, authoritative analysis and recommendations
Expert Interviewers	Peer-to-peer interviews and conference coverage by highly-qualified professionals selected for each project from a multi-disciplinary team	Interviewing by MD, PhD, and MBA-level CI investigators yields a high degree of confidence about timing and outcome of anticipated events
Focus on Healthcare	Specialists in clinical, regulatory and commercial CI in 12 therapeutic areas	Solid understanding of current and future market drivers and dynamics
History of Superior Results	90% of CI assignments come from existing clients, which on average have been with us for 12 years – many since 1992	Long-term relationships empower us to anticipate client needs and become their eyes and ears in the marketplace
Proven Methodologies	Effective, flexible and ethical CI methodologies, quality control and execution of global projects	High ROI resulting from a high degree of confidence in strategic and tactical decision support outcomes
Actionable Results	The level of analysis is precisely matched with client needs from plain Q&A to complex action/impact analysis	High-confidence findings that mesh tightly with clients' decision support requirements
Protection of Intellectual Assets	Proven data leakage assessments and counter-intelligence mechanisms protect strategic and sensitive data	Substantially reduced risk of leakage and potentially huge savings in planned or recently completed R&D

Specialists in difficult-to-obtain intelligence to help anticipate competitive challenges

- Systematic competitor monitoring/tracking
- In-depth expert interviews
- Every project stage from pre-clinical studies to commercialization and post-launch monitoring
- Expert assessments of commercial opportunities and market entry strategies
- Competitive benchmarking
- Medical conference, CME and symposia coverage
- Due diligence investigations to support licensing and acquisition decisions
- Counter-intelligence assessments and programs
- Scenario analysis

Contact : info@isisglobal.com

EUROPE
41.41.455.2520

USA EAST COAST
609.818.0303

USA WEST COAST
650.298.8555

www.isisglobal.com