

## CASE STUDY

Healthcare

# Pharmaceutical benchmarking for an international management consulting firm



## About the client

Our client is an international management consulting firm with specialities across the healthcare and pharmaceutical domains.

## Objective and scope

In order to get a better understanding of the pharmaceutical sector and help their strategy team, our client wanted a pharmaceutical benchmarking study conducted across six countries, globally. This list included the US, the UK, India, Japan, France, and Sweden.

They wanted a thorough grasp of the government tendering and procurement process at every stage of the pharmaceutical value chain - manufacturing, distribution, and retail. The client also requested a comparative analysis of the local production, licensing procedures, pharmaceutical market structure, e-sales, and active legal cases, including anti-competitive behavior, patent disputes, and so on, across the target nations.

## Solutions and approach

The firm approached Netscribes for its vast research coverage and experience in working with global companies across the pharmaceutical value chain.

### Phase 1: Gathering relevant data based on publicly available resources

To provide our client with detailed data on regulatory acts, and related documents published by the government and government-affiliated organizations, Netscribes conducted extensive secondary research to collect data from a variety of open and paid data sources, including the following:

- DRG group reports
- NHS reports
- House of Commons reports
- Thomson Reuters Practical Law
- Japan Pharmaceutical Manufacturers Association
- International Trade Administration
- European Medicines Agency
- European Federation of Pharmaceutical Industries and Associations
- US FDA
- Swedish Medical Product Agency, and other whitepapers and journals.w

## Phase 2: Filling the gaps through primary research

Additionally, telephonic interviews were conducted with industry experts from the regulatory wing of tier I pharmaceutical manufacturers and consultants from relevant regulatory agencies in the target countries. Each interview lasted approximately 40 to 45 minutes.



## Benefits

Netscribes provided the client with a detailed benchmarking study, that helped them gain a holistic understanding of the government procurements and tendering process along with drug manufacturing regulations, licensing procedures, e-commerce regulations, market entry and exit barriers, contractual relationships, and anti-trust and competition laws.

Discover the most lucrative opportunities in healthcare and meet your strategic goals with Netscribes competitive intelligence.

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