



Launching A Novel Medicine



When addressing an emerging treatment in an existing or new therapeutic area, understanding the present treatment paradigm and existing standard of care are critical.

We focus on the clinical journey for patients, the care pathway, clinical guidelines and the anticipated utility difference for a new medicine. Often, with new drugs, the differential utility is not fully known, as patient experience may be limited.

We leverage our market knowledge, clinical network, scientific expertise and patient organisations to build a relevant clinical picture for the position of a new medicine's place in care. Understanding where it fits, we can campaign for why this matters.

To date, our engagements in Ireland span emerging gene therapies, novel drug delivery regimens for rare diseases, new biomarkers in foetal development, novel probiotics in metabolic disease, demonstrating our ability to support any therapeutic area.

Since 2020, our team has been involved in novel medicine launches in sepsis, pulmonary arterial hypertension, paediatric gastro-oesophageal reflux disease. In planning, we are examining opportunities for medicines in diagnostic radiology, anti-infective regimens and treatments in chronic gastrointestinal conditions.

ASSESS &
UNDERSTAND
THE NEED

FOCUS ON
CLINICAL
JOURNEY

LEVERAGE
MARKET
KNOWLEDGE