

You want to know **NOW EXACTLY** how your Company and Force Product are perceived by your Customers?



Our ICCBA

[Innovative-Customer-Client-Brand-Assessment]

provides you with critical information to help you - understand and evaluate your products and services in a defined market and competitive environment:

**for your optimized and sustainable
Strategies, Key Actions, Business Results**

Our short profile

S
&
P | **Dr. Schneider**
Health Care Consulting
Partners GmbH

We would be happy to talk to you in a personal conversation more in detail about our services and the advantages we can provide for your company.

Clients of our Consultants (excerpt):



Reference Example:

Market Analytics by our ICCBA and our subsequential Consulting

We follow the globally recognized codes of conduct for market research in healthcare. These define ethical and professional standards that S & P applies in Market Analytics.

For clients in the pharmaceutical and healthcare industries, we with our consultants and analysts have analyzed more than 140 of their products (Rx Biologicals / NBEs / NCEs) and business units in the largest and most dynamic and competitive market segments, and have taken care that the results were implemented strategically and operationally.

Our top methodology in Quantitative & Qualitative Market Analytics:

ICCBA [Innovative-Customer-Client-Brand-Assessment].

Our ICCBA has been developed to a high standard and is used very successfully.

We offer you as a perfectly fitting consultancy manufactory:

- Excellent competence in LifeSciences / Health Care / Pharma
- Great commitment to our clients and their concerns
- Sustainable reliability
- Fair and transparent partnering

Characteristics of our ICCBA

- Our **ICCBA** [Innovative Customer Client Brand Assessment] provides a very accurate representation of our customers' market perception in their relevant competitive environment: **assessment and analysis of our customers' (services and force product[s]) in direct and simultaneous comparison with up to 8 main competitors and their 8 defined force products.** This process is based on up to 1,500 parameters in up to 12 main topics, which are applied per surveyed person.
- We integrate **representative sample sizes** of our clients' customers [prescribers Open Care / deciders Clinics]. We capture their view (demonstrating customer perceptions) and provide meaningful evaluations for operationally feasible strategies and key actions.
- Our **ICCBA** provides an unadulterated and sustainable decision-making foundation for the management of our clients and enables clear, market-wide and customer-binding action strategies. The defined key actions increase the performance and business results of our clients.
- We are happy to present you the services outlined in detail or submit you our tailor-made offer.

Core results of our ICCBA



- **Anticipate** the strategies and actions of your **competitors** at an early stage!
- **Align your own strategies and actions early** on to the market and market needs (mindset change / focus)!
- **Simultaneous comparative investigation** of your company with up to 8 key competitors (key products / services)!
- **Precise identification of acceptance and preference patterns of your customers / prescribers / buyers!**
- Recording the **perceptions and assessments of the relevant customer groups** through written on-site surveys!
- **No influence** or falsification of the results (BIAS-free)!
- **Up to 160 different research aspects in a single setting: Intrinsic / Extrinsic Key Performance Indicators!**

1. Exact presentation: Your competitive position in the market



- Differentiated and precise presentation of the current market situation and the **reasons for preference**
- **Simultaneous evaluation** of the investigated market participants **with their product and service performance (PSCs - Performance Score Cards)**
- Evaluation of the **relevance** of the individual assessment aspects from the point of view of the different customer groups (**RSCs - Relevance Score Cards**)
- **Comprehensive result reports**, from the detailed presentation of each individual examination aspect to aggregated overview presentations
- Highly meaningful representations **of your competitive position** with qualitative and quantitative parameters (own position, benchmark setter, rankings, mean values, SDs, median / modal values)

2. Results: Highly accurate & valid



- **Very distinctive opinion and perception profiles** of your customers, without smoothing through consensus or compromise
- **High degree of differentiation of the results**, with regard to:
 - ✓ competitors
 - ✓ customer segments
 - ✓ Indications, etc.
- **High degree of the result details**
- **Up to 1.500 simultaneously acquired parameters per each respondent**
- **Quantitative recording of opinion / perception profiles**

3. Basis for decisions: Stable & sustainable



- **Simultaneous recording of**
 - ✓ Strengths and weaknesses
 - ✓ Risks and threats
 - ✓ **Potential for improvement and opportunities** in the concrete competitive environment
- **Identification of current and future success factors and key drivers in the market**
- **Precise and stable decision-making and control fundamentals**

1. Optimized Alignment: Strategies & Key Actions



- **Anticipate** the strategies and actions of your competitors at an early stage
- **Align your own strategies and actions** as early as possible on to the market and market needs (mindset change / focus)
- **Improve the targeting of your resource allocation**, e.g.
 - ✓ the right actions and actions
 - ✓ with the relevant content
 - ✓ in the required intensity
 - ✓ at the priority customer groups

2. Increase: Performance & Business Results



- **Information advantage** due to the exclusivity of the collected data
- Precise and optimally aligned **action strategies and key actions**
- Increase the **quality** of the measures and actions
- **Increase of:**
 - ✓ Market shares
 - ✓ Revenues
 - ✓ Business results (contribution margins, etc.)
 - ✓ Acknowledgement, reputation and customer loyalty

3. Feasibility: Results of the ICCBA



- **Thorough prioritization of the measures and investments of your company**
- **Concentration on the key drivers and current success factors in the market and the competition**
- **Designing and implementing competitive action strategies and key actions**
- **Exploitation of the potential for improvement and action requirements**

Excerpt from actual testimonials re. S&P:

www.shccp.de

Hannes Schmeil, General Manager ALNYLAM Germany:

... I can recommend to all decision-makers S & P in good conscience, if they are not looking for consultancy and analysis offerings "off the shelf", but are interested in tailor-made solutions - those that are operational and actually work ! "

Thomas Krause, Managing Director, Brandenburg Capital/ILB:

„... ... The 3-year activity of the interim CEO / CFO of S & P has always been characterized by the interests of the shareholders and investors, and always competently and hands-on.

Dr. Müller-Kuhrt, CEO of Analyticon Discovery GmbH:

„... ... We can fully recommend the integration of S & P (Dr. Mertens) to any company in the life science industry, which is or must actively deal with validation of its strategy and an associated adjustment of the processes, or reorientation of the organization and key actions.

Dr. Ing. Andreas Baltrusch, previous CEO of CODON AG:

„... S & P has intensively accompanied a required change process within co.don AG over a period of 18 months. The entire project was divided into well structured subprojects by Dr. Horst Mertens with a very experienced handwriting. Under the leadership of Dr. Mertens and Dr. Schneider, S & P has provided very pragmatic proposals for a future-oriented expansion and process structure. I would recommend him and the S & P team again, if necessary, and would highly recommend S & P to other decision-makers in the LifeScience industry as a management consultancy and management coach.

Prof. Dr. jur. Walter L. Rust, LL.M., Senior Partner, Mock - Partnership of lawyers mbB:

„... "S & P GmbH has provided an experienced and competent Interim CEO (Dr. Mertens) for a life science company in a difficult situation for the company. Dr. Mertens has brought the company energetically on course. Foresighted analytics and strategy go hand in hand. The collaboration was characterized by mutual trust, and I can recommend S & P and Dr. Mertens to accompany life science companies at any time.

Frank Michalak, Frank Michalak, Chairman of the Board / CEO of the AOK North-East

„... Dr. Mertens from S & P is a professional and works with a very focused and purpose-oriented working approach. His experience contributed significantly to the fact that the start-up company EMPERRA was able to realize the pilot project with the AOK Nordost. Even when difficulties arose, he succeeded in bringing the 3 ½ years process to success through his gainful human behaviour.

Burkhard Kröger, CEO GPE Group, Neumünster:

„... .. Dr. Mertens from S & P took on the role of responsible planner, strategist and negotiator as part of a complex and innovative telemedicine treatment system actively and in a leadership-oriented manner with the 3-year transfer of the function of an interim CEO for one of our customers. I can recommend the collaboration with Dr. Mertens, S & P, to any supplier, provided that a professional, competent and timely solution to complex tasks is requested.

Franz Schenkel, M.B.A., CEO HSA Americas:

„... To this day, I greatly admire your ability - you in charge as Group Vice President and Head of International Marketing and Medicine Division in Global Pharma Business - to balance hard-nosed analytical and strategic thinking with a unique skill to navigate complex organizational environments, professional and personal integrity and - perhaps most important - your sincere personal engagement with your teams as well as internal and external counterparts.

Our Profile

S & P. Schneider Health Care Consulting is a reliable and competent partner for performance-oriented providers in the life science and healthcare market.

The S & P team has many years of experience and a deep understanding of the challenges that our customers face. This is based on a large number of successfully completed projects.

S & P stands for a professional and committed contribution: either in consultation or in interim management. This applies to companies, specific business units or functional areas, with their various processes and projects in:

- Marketing
- Sales
- R & D
- Business Development
- Medical Affairs
- Market Access
- Market Analytics / Market Research / Business Intelligence

Our drive:

- To offer our clients a defined and sustainable customer benefit
- Working for our clients, their executives, teams, employees and their projects
- Trust in our own competence and expertise while being open to new ideas

We focus on:

- Key entrepreneurial aspects for our clients
- Optimization of market shares and business results
- Develop innovative and sustainable quality, priority and acceleration patterns
- **Offensive** Disruption Strategies / Key Actions
- **Defensive** Disruption Strategies / Key Actions
- Increasing the acceptance of relevant HARD FACTORS (in indoor and outdoor field)
- Redefinition, definition and integration of SOFT FACTORS (such as mindset change, assumption of responsibility, common ambitions and goals).



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Our Clients:

- Companies with a broad portfolio of products or indications, and
- SMEs with a focused portfolio approach, each in
 - Pharmaceutical industry
 - Biotechnology
 - Medical Technology
- Health Insurers
- Medical Schools
- Venture Capital / PEQs
- CROs
- Market Research Institutions for Health Care



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Visit our website:

www.shccp.de

We would be happy to share with you our abilities and the value of working with us in a personal conversation or meeting.