

Is your Phase II product primed for success?

Are you doing all you can to capitalize on your next new product opportunity?

Maximize your Phase II compound's full potential by starting your market planning now ... and starting it right!

- Identify unmet market needs based on your competitors' image, efficacy, safety and satisfaction
- Evaluate your new product's image, efficacy, safety and satisfaction in light of your competition
- Determine the right commercial endpoints for your Phase III clinical trials
- Assess your company's organizational strengths and weaknesses department by department as you move your new product through the commercialization process
- Select the best entry strategy for a successful new product launch

Choose SZF Associates as your market planning partner for optimal Phase II results

Our veteran team of industry professionals works directly with your commercial team as strategy and research consultants

We are evidence based. Our innovative studies provide the solid inputs and insights you need for successful Phase II market planning

Our time-tested turn-key methods will save you time and money now and in the future as you focus on bringing your new product to market as quickly and efficiently as possible

Our Phase II research package includes *our exclusive NPC Index*, a new and powerful tool for analyzing and evaluating your company's new product portfolio.

Use our NPC Index to establish company performance standards and norms

Use our NPC Index to benchmark, track and trend your Phase II compounds

Use our NPC Index to make Go / No Go, Investment, and Timing decisions for your Phase II compounds

Our Phase II research package includes nine studies covering four to six months of fully integrated primary and secondary research and *costs as little as \$97,500*

Months 1-2: Strategic Consulting and Secondary Data Analysis

1. Market Assessment / Market Backgrounder
2. Educational and Promotional Materials Review from web sites and on-line journals
3. Pipeline, Portfolio and Competitive Mapping
4. Internal Capabilities Evaluation and Index
5. Competitive Environment Evaluation and Index

Months 3-4: Qualitative TPP Primary Research with Physicians

6. Research designed to calibrate new product feature performance ranges

Months 5-6: Quantitative TPP Primary Research with Physicians

7. New Product Performance Evaluation and Index using constant sum assessment of new product feature categories, factors and levels
8. Preference Share Forecasts for Best, Most Likely and Worst Case new product scenarios
9. Overall NPC Index Score combining your Internal Capabilities, Competitive Environment and New Product Performance Indices

For more information about Phase II market planning please contact Steve Finestone at 215-886-8290 or Steve@szfassociates.com