

# COMMERCIAL AND MEDICAL STRATEGY FACT SHEET



## ABOUT AMBIT

We are Ambit—a technology-enabled solutions firm helping biopharma companies face and conquer their biggest challenges. Our interconnected services, built on a foundation of technology and data, are refined through decades of experience in consulting, biopharma commercial, medical, digital, and data science roles, which are designed to address the challenges that rare and specialty disease companies face.

## MEET THE COMMERCIAL AND MEDICAL STRATEGY TEAM

### Built by biopharma experts, for biopharma experts

We've dedicated our careers to overcoming the complex challenges of launching rare and specialty products. Our in-depth understanding and diverse expertise enable us to customize project deliverables for each client's unique requirements. Ambit's Commercial and Medical Strategy team works closely with our Data and Analytics colleagues to deliver actionable insights backed by real world data and advanced analytics.

## WHAT WE DO

### Future-focused solutions with an integrated approach

In a rapidly evolving industry like biopharma, enlisting partners who can deliver at the highest level of strategic thinking is essential. At Ambit, we serve as a trusted partner to our clients internationally, leveraging deep subject matter expertise across dozens of therapeutic areas and proven methodologies to address the most complex challenges they face. We understand the dynamic nature of the commercial and medical landscape and are dedicated to helping our clients stay ahead of the curve through best-in-class qualitative and quantitative research, insight gathering, and strategic planning - all built on a foundation of data and advanced analytics.



### Diverse skill sets

Our global team consists of individuals with a wide range of experiences both within and outside the biopharma industry. Most team members have advanced degrees from top universities worldwide.



### Industry expertise

Our team is comprised of strategists, data analysts, scientists, and former industry executives.



### Broad disease area acumen

Cardiology, Dermatology, GI Disorders, Hematology, Immunology, Infectious Disease, Metabolic Disorders, Nephrology, Neurology, Oncology, Ophthalmology, Respiratory, Urology, and more

## SAMPLE COMMERCIAL AND MEDICAL STRATEGY PROJECTS

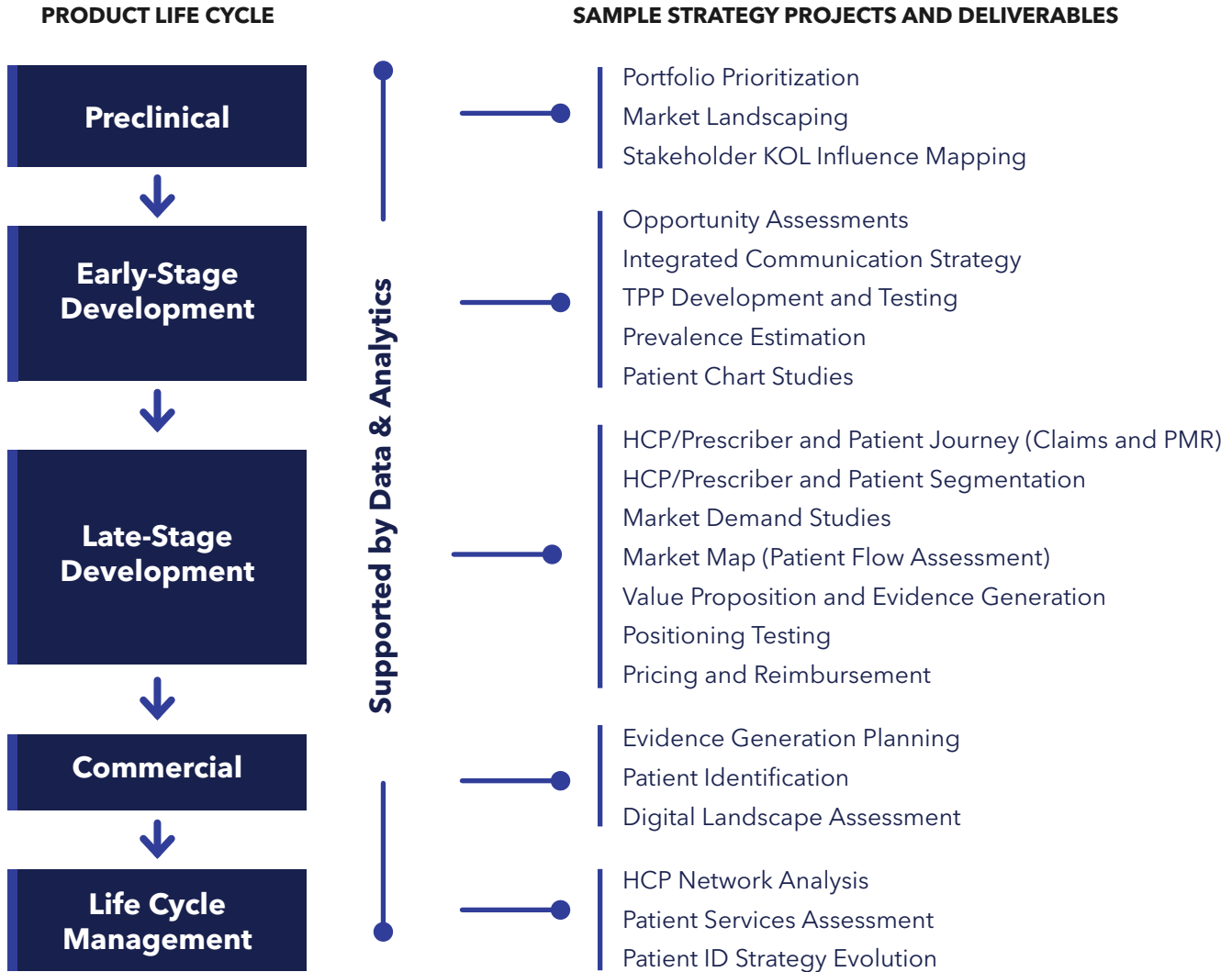
New Product Planning	Medical Affairs Strategy and Tactical Planning	Brand Strategy	Launch Execution
<ul style="list-style-type: none"> <li>Opportunity Assessment</li> <li>TPP Generation</li> <li>Market Development</li> <li>Portfolio Prioritization</li> <li>Long Range Planning</li> </ul>	<ul style="list-style-type: none"> <li>MA Strategy Development</li> <li>Evidence Generation Planning</li> <li>Launch Readiness and Execution</li> <li>Benchmarking</li> </ul>	<ul style="list-style-type: none"> <li>Disease Area Handbooks</li> <li>Patient Journey</li> <li>Care Pathways</li> <li>Leverage Points</li> <li>Brand Planning</li> <li>Source of Business</li> <li>Competitive Positioning Workshops</li> <li>Loss of Exclusivity (LOE) Planning</li> </ul>	<ul style="list-style-type: none"> <li>Cross-functional Launch Planning</li> <li>Stakeholder Segmentation</li> <li>Go-to-Market Strategy</li> <li>Global Launch Sequencing</li> <li>Multi-stakeholder Omnichannel Engagement</li> <li>Digital KOL and Medical Landscape Mapping</li> </ul>

# HOW WE DO IT



## Transforming your potential into reality

Ambit's Commercial and Medical Strategy team have deep domain knowledge, guiding our clients at every step of the clinical and commercial process. Our mission is to help our clients make a meaningful impact, from preclinical development to commercialization and life cycle management.



**Look no further – the solution is here.**

Discover the possibilities of a strategic, future-focused partnership.



# AMBIT

THE SOLUTION  
IS HERE.

**Contact us to learn more.**

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[ambitinc.com](http://ambitinc.com)

