

# Digital & Diagnostics

## Partnership Identification & Opportunity Assessment / Global PharmaCo / Cardio-Renal



### The Challenge

- To support the **launch of their asset in Chronic Kidney Disease**, a **Global PharmaCo** wanted to identify a **user-friendly digital solution** which elevates **diagnostic testing** and helps **identify CKD patients** earlier in the **patient journey** – therefore **benefiting all stakeholders**



### Our Approach

- ✓ Analysing **key market trends** and **mapping digital landscape** of solution/provider partners
- ✓ Mapping and **analysing key barriers** across the **CKD diagnostic journey**
- ✓ Identifying **leverage points/pain points** to elevate testing and increasing early diagnosis
- ✓ Outlining the **key feature set** for a **digital solution that address diagnostic ‘pinch-points’**
- ✓ **Prioritizing features** to support effective Dx testing
- ✓ **Suitability assessment** of pre-identified partner(s)
- ✓ Outlining **value levers** (indirect/direct revenue) **“must-win” markets**, including **high-level patient capture**



### Client Results

- Our **executive presentation** advised and outlined the “lack of fit” of the pre-identified partner, based on:
  - Solution readiness**
  - Proposed patient reach**
  - Operational maturity** and **scalability**
- Based on our recommendations – **TA Leadership** decided to leverage **an internal digital platform & bespoke modules** to create a **far-reaching digital solution**
- Our proposed solution will benefit all CKD stakeholders:**
  - Patients** → earlier diagnosis
  - HCPs** → reduced workload
  - Payers** → lower hospitalization cost