

Sg2 Life Sciences & Industry

LIFE SCIENCES CASE EXAMPLES

Leading life science and industry firms, from pharmaceuticals and medical device to logistics and health IT, have leveraged Sg2's unique provider experience and industry knowledge to empower their growth strategies and market development tactics. See how organizations like yours have worked with Sg2 to gain the advantage in their market.

Market Opportunity



Sg2 leverages pioneering disease-based demand forecasting with expansive utilization data to provide organizations a comprehensive view into market opportunities by disease, site of care and geography.

CASE EXAMPLE | Sg2's work with a Fortune 500 medical device company focused on the market opportunities for a new surgical tool currently in development. As part of the engagement, Sg2 leveraged its proprietary disease-based grouping and forecasting methodologies to identify key procedure opportunities based on current utilization and future demand for both inpatient and outpatient surgeries. Sg2 helped the company further refine these opportunities by detailing how industry trends (eg, the shift from IP to OP setting, increase in risk-based payment models) would affect health systems, enabling them to better tailor their offering to the needs of the future integrated delivery network (IDN) market.

Commercialization



Sg2's deep knowledge of the country's health systems can help you develop winning value propositions for your targeted segments. We then work with you to develop your go-to-market plans and identify the most effective launch activities needed to win in the marketplace.

CASE EXAMPLE | Sg2 worked with a global pharmaceutical firm to develop distinct value propositions aligned with a new, customized integrated delivery network segmentation model. Sg2 leveraged the Accountability Readiness model and custom metrics to create target accounts and distinct customer archetypes. In addition, the Sg2 team facilitated input across various stakeholder groups, including biosciences, diagnostics and hospital product departments during the value proposition creation process. As part of the engagement, Sg2 supported the creation of the IDN account manager team, which involved creating job descriptions, identifying performance metrics, defining territories and targeting IDN accounts.

Advanced Segmentation



Sg2 powers your segmentation efforts by combining our integrated delivery network segmentation methodology with Sg2's Accountability Readiness model to provide actionable knowledge of health care providers and markets around the country.

CASE EXAMPLE | A global pharmaceutical manufacturing firm, who has been a long-time Sg2 EDGE member, engaged Sg2 in developing congestive heart failure (CHF)-focused customer archetypes and strategies. As part of this work, Sg2 leveraged the Accountability Readiness model and custom CHF-specific measures to define 7 distinct customer archetypes (including both IDNs and physician groups). The Sg2 team included our cardiovascular service line experts, who advised on all cardiovascular customer perspective matters as well as the client's evolving product portfolio. Highly detailed archetypes were created by Sg2 and used to align existing client solutions.

Stakeholder Education



Sg2 education, either through an EDGE Membership or facilitated training, provides the ongoing support your market development and sales force need in order to understand and thrive in the constantly changing world of health care. Sg2 is the market leader in forecasting the future trends that will shape health care.

CASE EXAMPLE | As part of a proposal to a potential customer, a Fortune 100 business services company leveraged their Sg2 EDGE membership to better understand the future demand for infusion therapeutics. As part of their membership, this company worked directly with Sg2 oncology experts to understand the future trends in utilization and reimbursement that would affect demand for infusion-based drugs by hospitals and health systems, including specific demand forecasting for both chemotherapy and nonchemotherapy-based infusion. Armed with this knowledge, the Sg2 member was successful in earning the business of a major drug wholesaler.

Want to Learn More About Sg2 Life Sciences & Industry? Contact Us Today.

847.779.5500 learnmore@sg2.com [Sg2.com/lifesciences](https://sg2.com/lifesciences)