



brabeuo

Introduction and Capabilities



REAL INSIGHTS TO THE THREE BIG QUESTIONS

WHAT WE CAN DO FOR YOU



CORE COMPETENCY

WE ANSWER THE “THREE BIG QUESTIONS”



Fast Start – How we can jump in quickly and have an immediate impact

1 WHAT IS OUR OPPORTUNITY? 



Make Early Stage Go / No-Go Decision




Assess New Product Opportunity



Inform Clinical Trial Design



Predict Market Activity, including Product Demand

2 WHERE DO WE FOCUS? 



Create an Integrated Patient Journey and Market Map



Achieve Individual Level, Actionable Target Segmentation

3 HOW DO WE WIN? 



Drive Focused Marketing / Communications Strategy



Connect ATU and Key Business Metrics

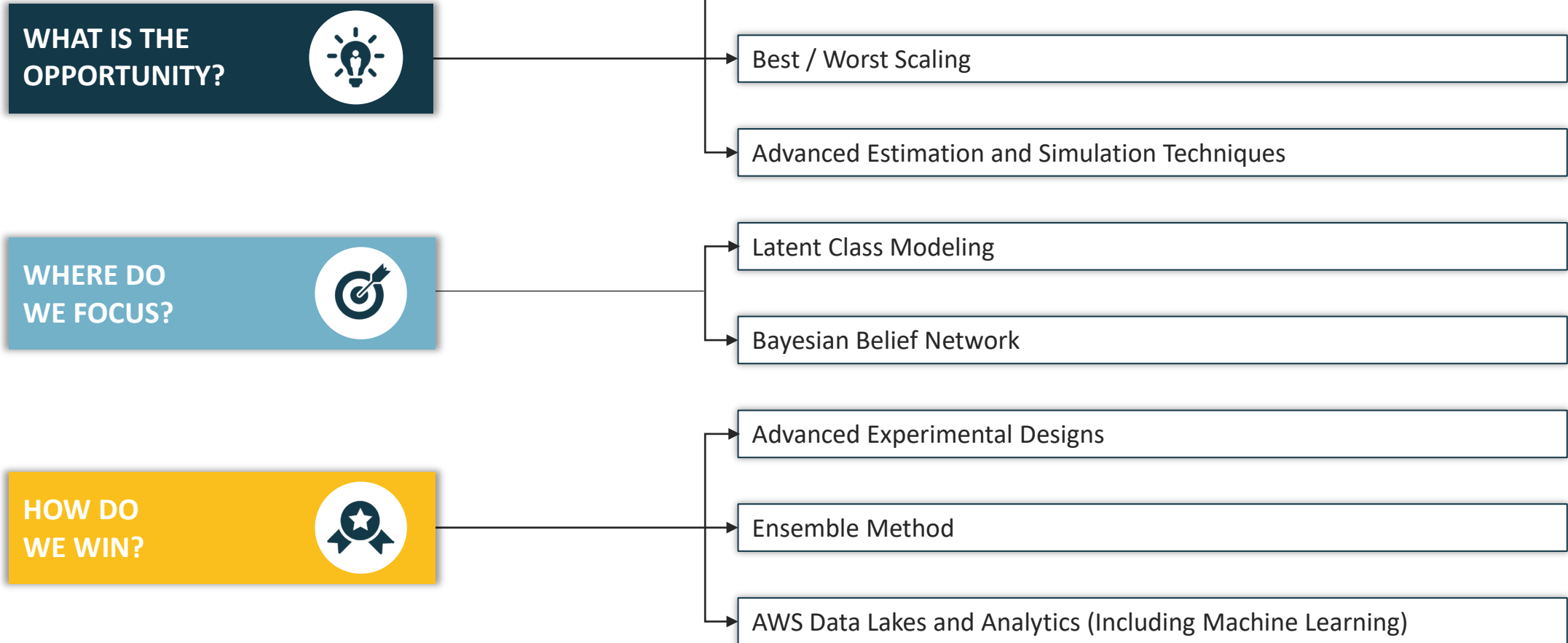


Conduct In-Market Experiments

WE OFFER ADVANCED INTEGRATION AND ANALYTICS ACROSS PRIMARY AND SECONDARY RESEARCH DATA

OUR ANALYTICAL TOOLS

WE LEVERAGE A WIDE RANGE OF ANALYTICAL TOOLS TO CUT THROUGH THE NOISE TO FIND BETTER ANSWERS



CONTEMPORARY DATA INTEGRATION

WE HAVE DEEP EXPERTISE IN CREATING INTEGRATED DATA LAKES



CLAIMS DATA

- Insurance company data
- ICD-9/ICD-10 diagnostic codes for diagnoses and procedures associated with hospital utilization
- Codes are associated with blinded "patient IDs"; we "roll up" claims data to the patient level to provide summaries for each patient



MEDICAL RECORDS DATA

- Electronic Medical Records (EMRs) from various sources
- Contains everything in a patient chart (blinded)
- Patient IDs are associated with ME#; we roll up patient data to specific MDs to provide summaries of both claims and chart data at the physician level

PRESCRIPTION DATA

- Pharmacy data
- Contains prescribing transaction at the MD level (i.e., ME#)
- Key mechanism is matching the claims and EMR data to Rx data with ME#



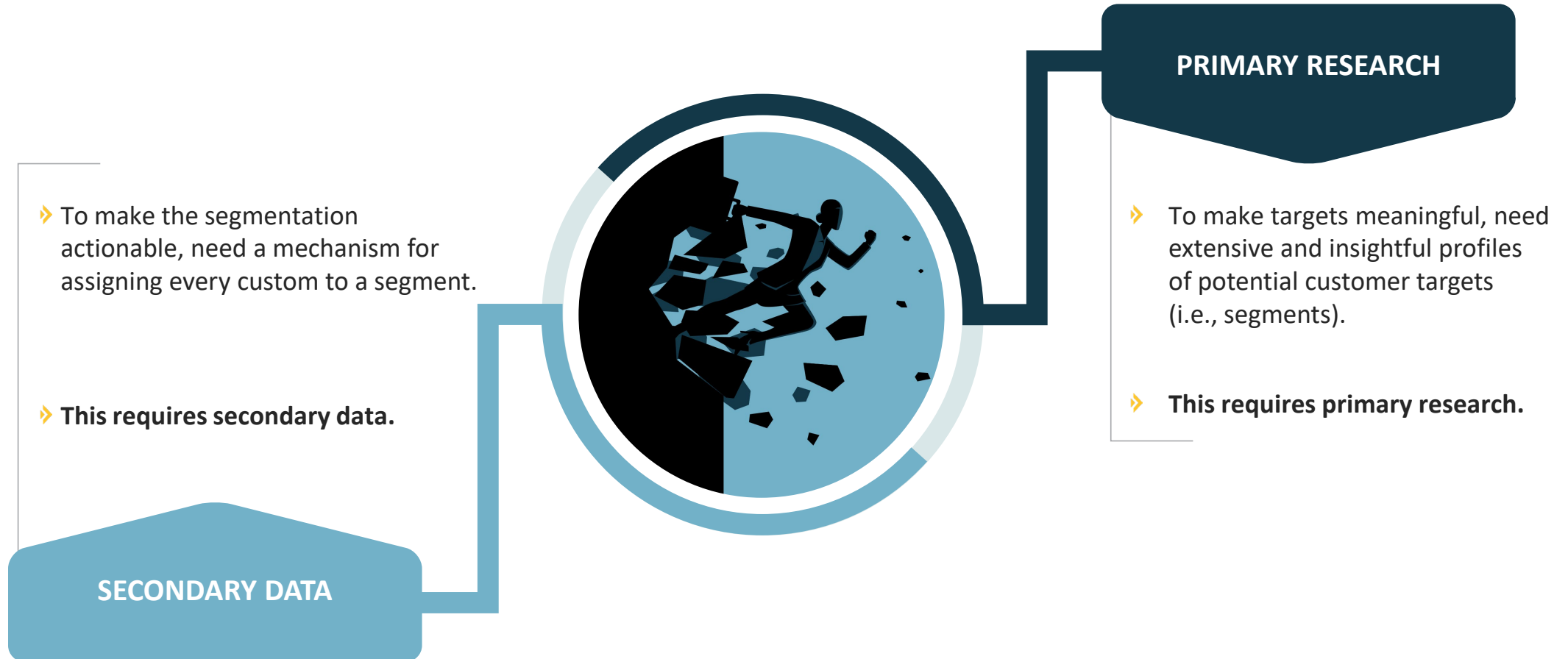
COMPANY DATA

- Sales data
- Patient service (hub) data
- Competitive data
- Marketing mix
- Social media data

By combining secondary data with primary market research, we enhance initial findings and help solidify our insights.

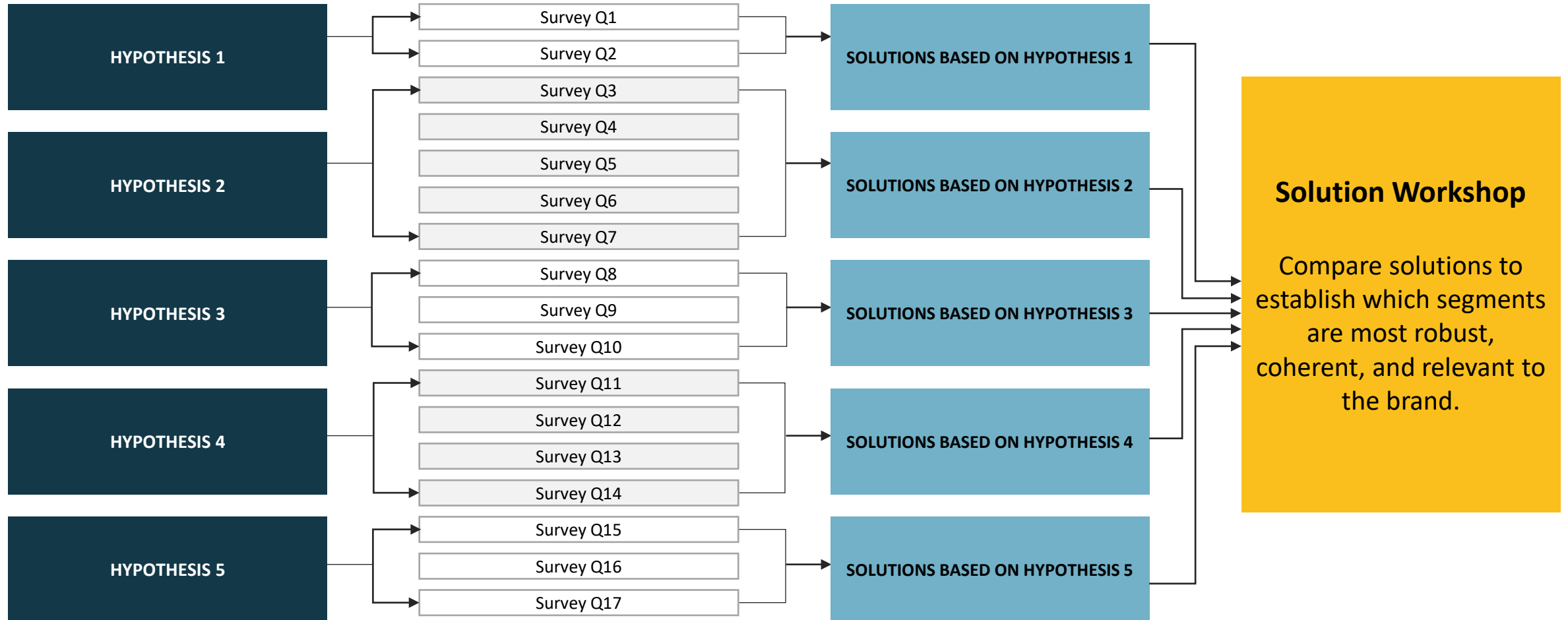
FOR EXAMPLE: THE BIG CHALLENGE WITH SEGMENTATION IN PHARMA

SOLUTIONS OFTEN NEED TO COMBINE BOTH PRIMARY AND SECONDARY DATA



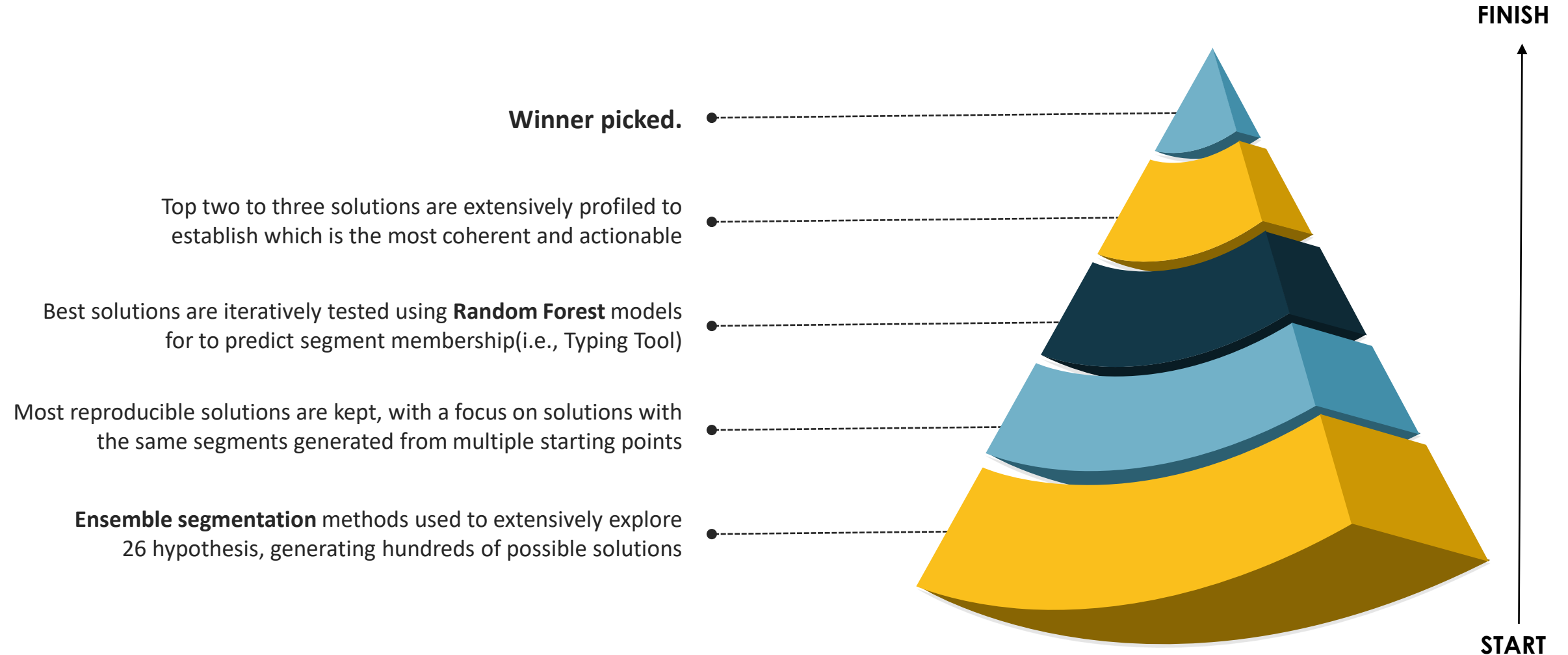
KEY TO SUCCESS: HYPOTHESIS DRIVEN

OUR PROCESS INCORPORATES THE HYPOTHESES GENERATED DURING KICKOFF THROUGH ALL STAGES OF RESEARCH, SPECIFICALLY OPERATIONALIZING EACH ONE INTO SPECIFIC SURVEY QUESTIONS TO GENERATE SOLUTIONS FOR EACH HYPOTHESIS



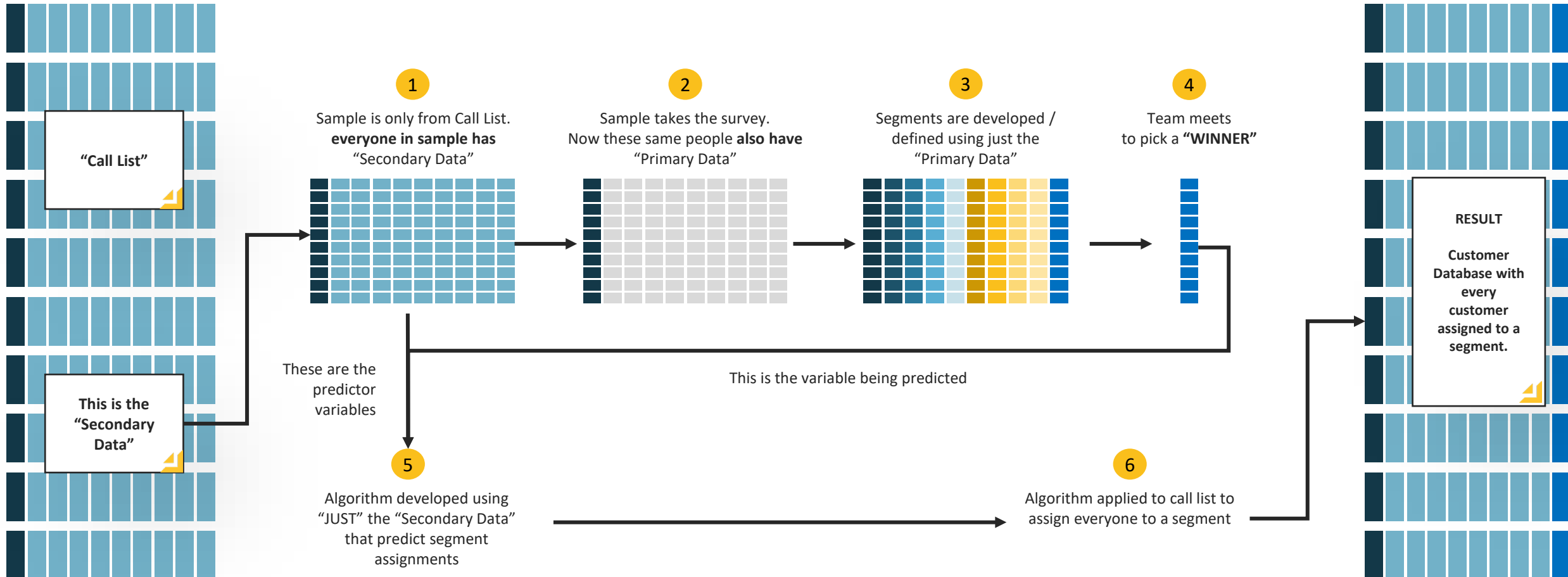
KEY TO SUCCESS: A PROVEN PROCESS

OUR COMPREHENSIVE 'BOTTOM-UP' APPROACH CONSISTENTLY GENERATES SUPERIOR SOLUTIONS



THE SOLUTION

RECRUITING EXCLUSIVELY FROM YOUR CUSTOMER CALL LIST IS THE KEY MECHANICS FOR MAKING SEGMENTATION RESEARCH IN PHARMA WORK

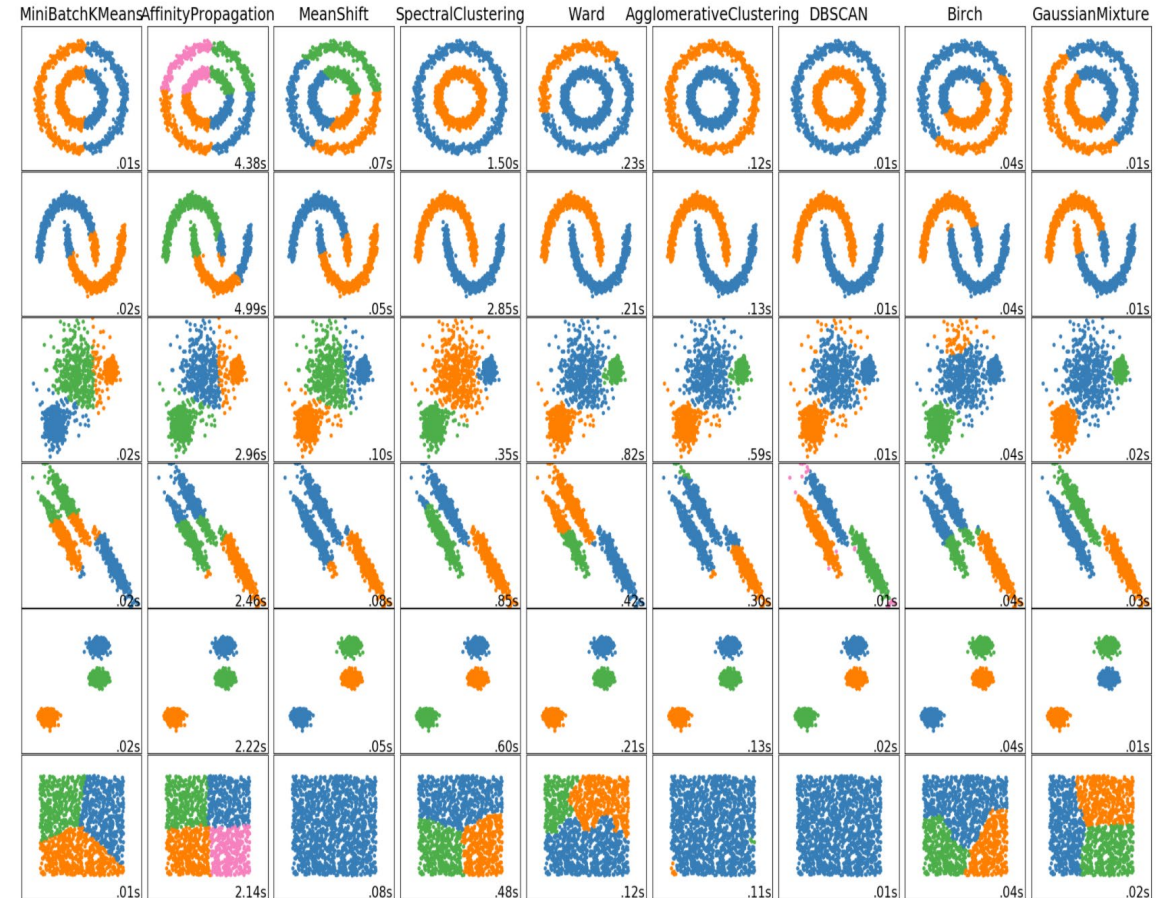


KEY ANALYTIC: ENSEMBLE SEGMENTATION

HOW WE IDENTIFY SEGMENTS

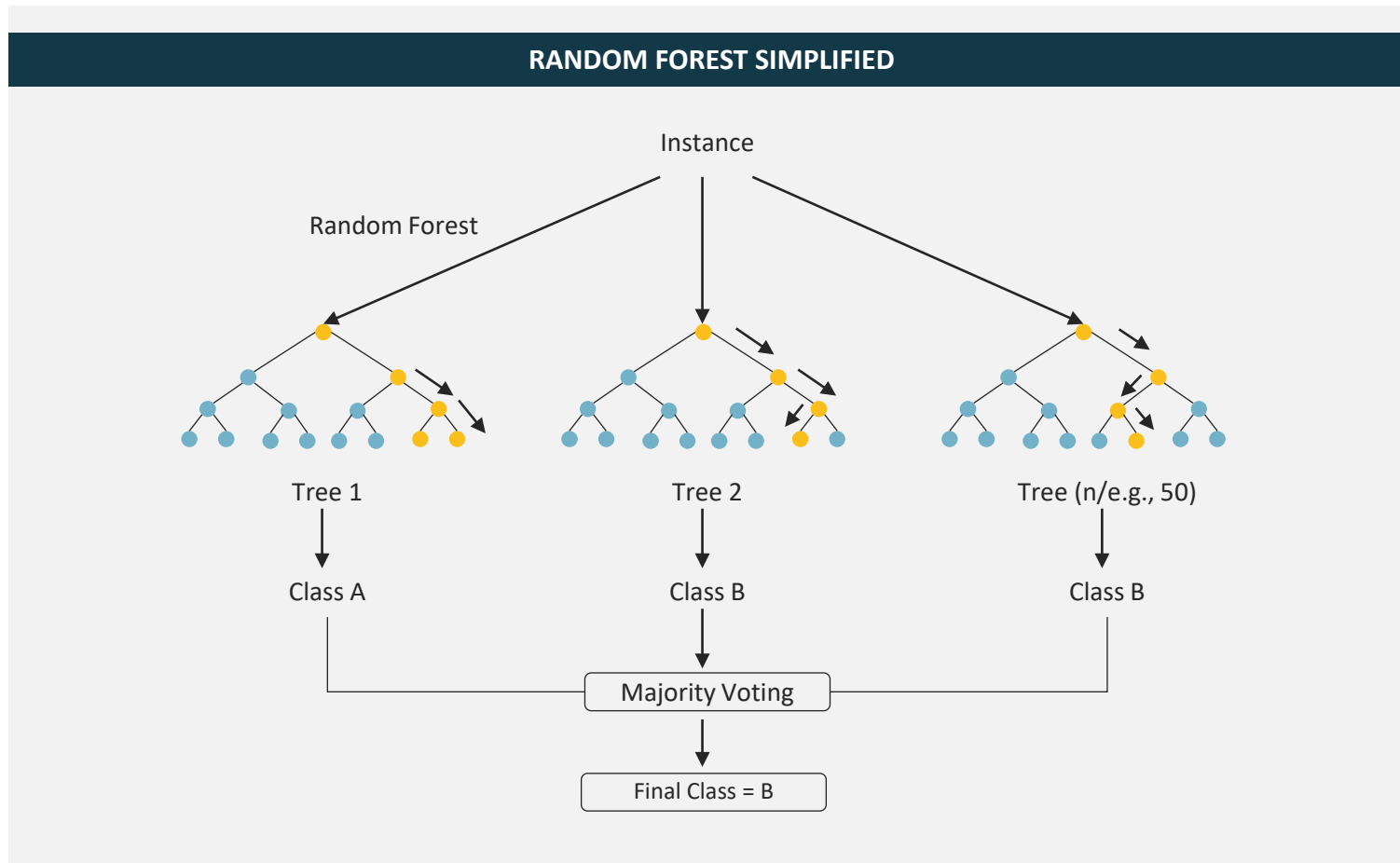


- There are dozens of segmentation methods for identifying segments.
- Ensemble methods use all of them to cycle through hundreds of options.
- Then it compares solutions to determine which is stable/reproducible, which simply track how often each respondent lands in the same segment across solutions. The ideal is 100% reproducibility, indicating we get the same segments regardless of method.
- We expand the capabilities of this method by running separate solutions for each hypothesis.



KEY ANALYTIC: RANDOM FOREST

HOW WE PREDICT SEGMENTS



- Random Forest models combine decision trees to obtain significantly more accurate predictions.
- Rather than having one decision tree, the method uses as 'forest' of trees.
- Each respondents is classified with all trees and the final classification is based on a simple majority rule from the outputs of all tree.



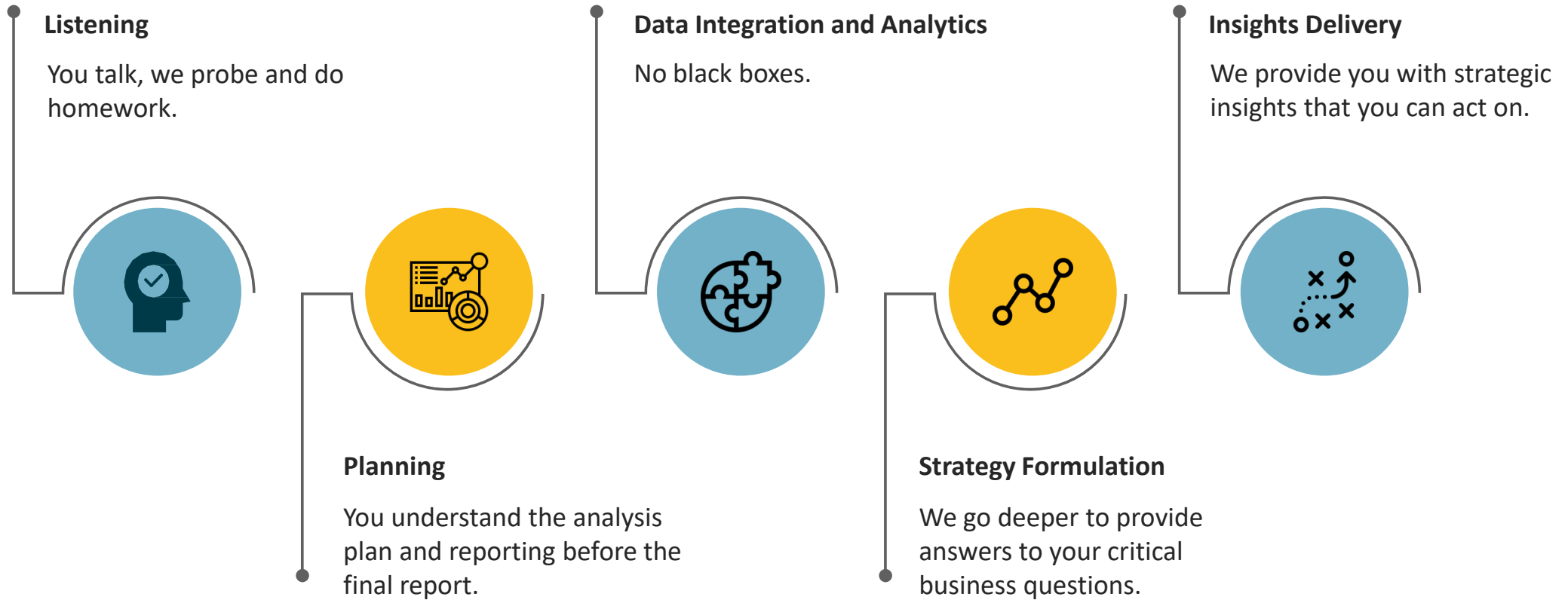
DO YOU WANT TO LEARN MORE ABOUT OUR APPROACHES?

HOW WE DO IT



OUR PHILOSOPHY AND APPROACH

COLLABORATING WITH YOU USING OUR ROBUST 5-STEP PROCESS



FACILITATING SURVEY CONTENT ONLINE

FEATURING QUBOXE, OUR 'QUESTION BOX FOR EXPERTS'

Click Here
for a Demo

HCPs highlight text, allowing in depth looks across platforms.

HIGHLIGHT
Highlight words in this message.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

S1 Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- Option 1
- Option 2
- Option 3

Submit

The same approach can be used with images ("hotspots").

PICTURE_SPOT_GREEN PICTURE_SPOT_PINK PICTURE_SPOT_BLUE
Click on image to indicate interesting details (up to 5 spots)

Submit

Max diff exercises come to life with "best" or "worst" selections for images or words.

BEST_WORST
Select best and the worst in each category

		Toyota 7	Toyota 5	Toyota 5
Motoring	Most	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Least	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compelling	Best	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Least	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	Most	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Least	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

Traditional 'dial testing' for videos.

VIDEO_PLAYER
Use the wheel on your mouse cursor to Like or Dislike parts of this video. As the video progresses scroll Left to Like and scroll down to Dislike. Left click to mark positive comment, right click to mark negative comment. You can select vertical marker and write a comment in text box below.

Submit

Engaging and dynamic rating scales.

SCALE_BUTTONS: 1
Please rate this message

Message text:

Strongly Disagree Somewhat Disagree Neutral Somewhat Agree Strongly Agree

Submit

Swipe tasks.

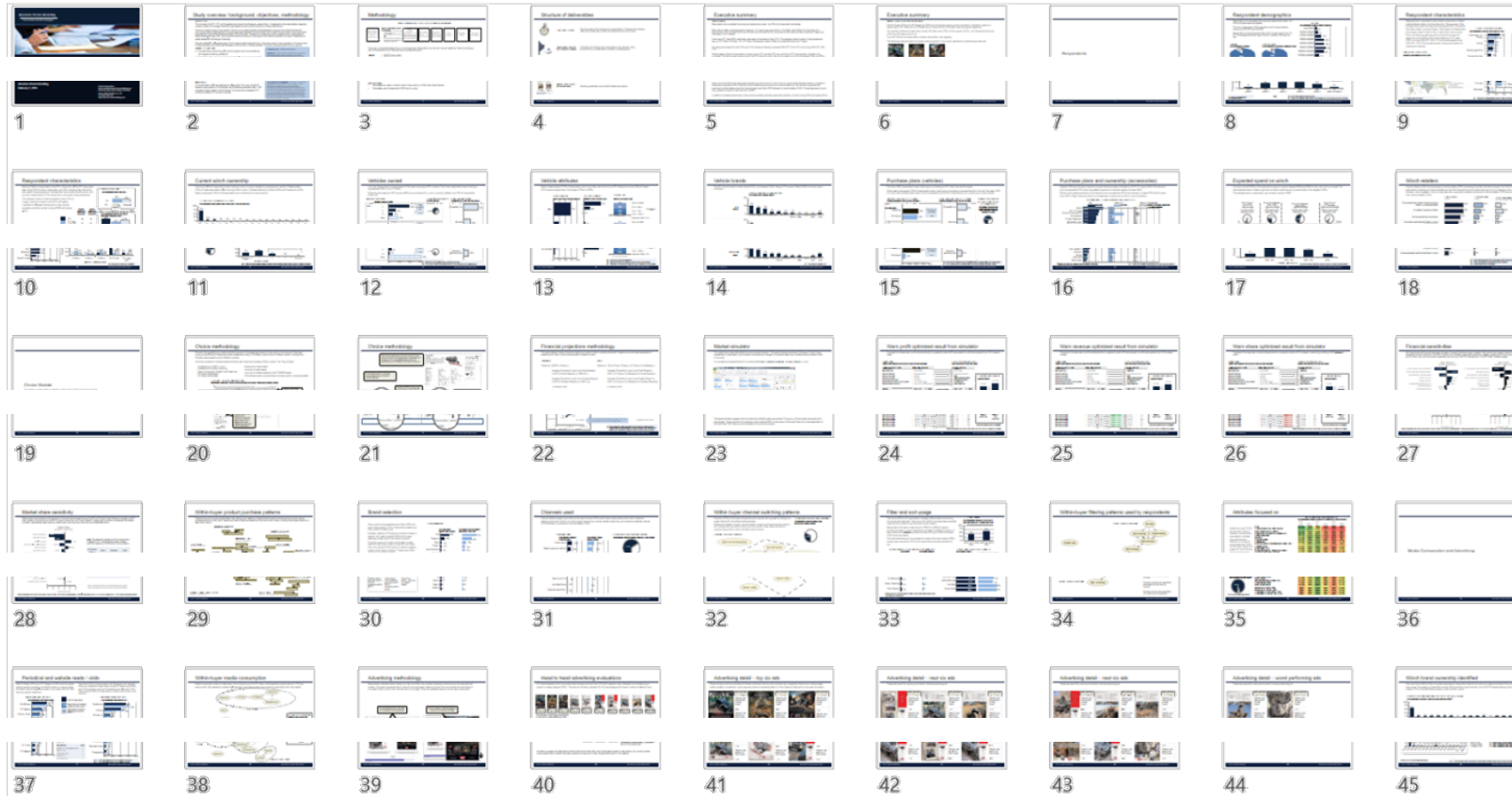
1.2 L 85 hp
Front-engine, front-wheel-drive
4-speed automatic

Swipe card to the right to like it, swipe to the left to dislike.

OK

ACTIONABLE REPORTING

ORGANIZED BY OBJECTIVES AND INSIGHTS TO INFORM DECISION MAKING



Custom Reporting with a Clear and Compelling Narrative

We work with your team to develop a **succinct, comprehensive** report, weaving together all phases and analyses into a cohesive narrative.

We provide **simple scorecards** and **drilled-down key insights** that make tracking manageable and useful to your team.

We apply the insights to **optimize both tactical and strategic next steps** so your team can focus on the **right questions, metrics, and audiences**.

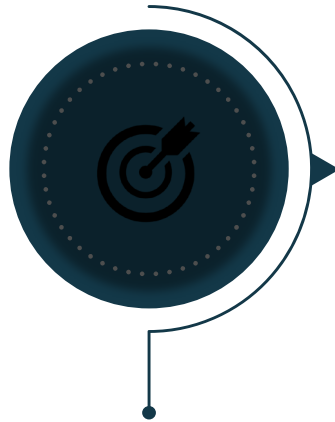


WHY WORK WITH US?

OUR PHILOSOPHY AND TEAM

KEY TO SUCCESS: PROVEN PROCESS

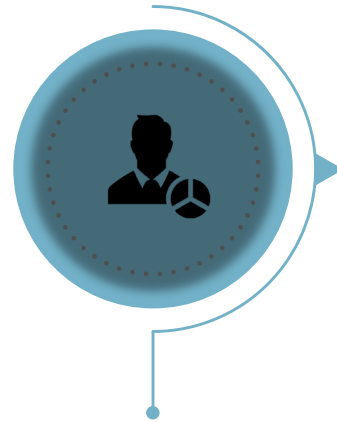
OUR EXPERIENCE AND PROCESS PROVIDES A CLEAR PATH FROM KICKOFF TO FINAL REPORT



KICKOFF WORKSHOP

Scheduled immediately with key stakeholders among the brand team and agency, review benchmark research and guiding principles for positioning.

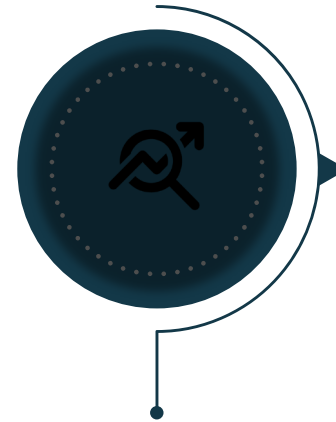
Brabeuo will outline and demonstrate survey elements.



SURVEY DEVELOPMENT & PRETEST

Brabeuo will design the survey and quickly move it through review and approval.

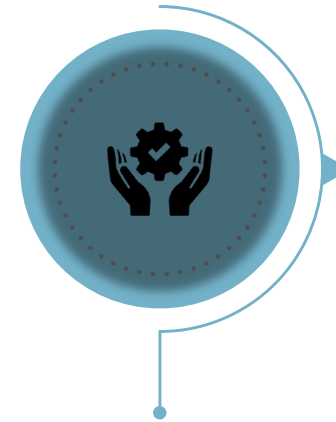
Using our proprietary platform (QUBOXE), we will quickly set up the program so positioning statements can be inserted, and fielding initiated quickly.



COMPEHENSIVE & ROBUST ANALYSIS

During field, we will review an analysis and reporting plan with the brand team.

Reporting will leverage the most contemporary and robust analytics.



FINAL REPORT & ACTIVATION WORKSHOP

Comprehensive analysis of each positioning platform supported by extensive and detailed reporting.

Workshop will focus on discussion of key takeaways and address to inform go to market strategies and next steps.

PROJECT TEAM LEADERSHIP

RESEARCH AND INSIGHTS EXPERTS



Our team includes:

- Ph.D. Cognitive Scientist
- Ph.D. Computer Scientist and AWS experts
- Industry Leading Marketing Scientist
- Ph.D. Physics and Expert in Experimental Design
- Text Mining and AI Experts
- Analysts
- Designers
- Project Managers



Tim O'Rourke – Managing Partner

- More than 30 years of experience in basic and applied research
- Ph.D. in cognitive neuroscience from Tufts University
- 20+ years of pharma industry experience with work in across every major pharmaceutical category
- Expert at delivering accessible and actionable quantitative results
- Long track record of developing leading-edge research and analytical tools



Alicia Hayes – Senior Partner

- More than 25 years of experience in qualitative and quantitative research methodologies
- Specialty in pharma, biotech, and medical device product launch and commercialization
- Expert at partnering with brand and agency teams to deliver clear, actionable insights across healthcare
- Most recently, 7+ years leading healthcare brand and ad practice for Phoenix Marketing (now MarketCast)

OUR CLIENTS

WE WORK WITH EXISTING AND EMERGING LEADERS IN HEALTHCARE



Applications of Advanced Analytical Tools Plus Track Record of Operationalizing Insights in:

- 🚩 Pain Management and Recovery
- 🚩 Autoimmune
- 🚩 Thyroid and Inflammatory Disorders
- 🚩 Musculoskeletal
- 🚩 Neurological
- 🚩 Rare Diseases
- 🚩 Reproductive and Sexual Health

**Our visions are aligned.
Our skills are complementary.
Our team is global.**

Extensive Experience with Many Top Pharma and Biotech Companies



THANK YOU

Tim O'Rourke

617.638.4354

tim@brabeuo.com

Alicia Hayes

617.818.3636

alicia@brabeuo.com