

Life Sciences Review

EUROPE SPECIAL

ISSN 2831-8331

LIFESCIENCESREVIEW.COM

PHARMACEUTICAL
CONSULTING
EDITION



TOP
PHARMA
CONSULTING
SERVICES
PROVIDER
IN EUROPE
2023

AWARDED BY
**Life Sciences
Review**



Charting a Course for Strategic Pharma Market Penetration

The pharmaceutical industry, year after year, unveils ground-breaking therapies and novel treatments, reshaping the healthcare landscape.

However, breaking into a new market, especially one characterised by complexities of evolving regulatory compliance, diverse healthcare systems, and intricate reimbursement mechanisms poses a serious challenge. Introducing a new drug isn't simply about its commercialisation; it's a deep dive into comprehending its position within a specific country's health ecosystem.

Herein lies the expertise of DESIDERIUS CONSULTING, a boutique consultancy offering expert guidance to pharmaceutical companies, medical device manufacturers, and biotech entities—bridging the gap from drug ideation to successful market introduction. It specialises in a unique niche within the pharma consultancy sector, providing expert consultancy services for clients poised to enter new markets or conduct feasibility studies for innovative products, including orphan drugs and other novel pharmaceuticals.

"Our mission is clear – to equip pharmaceutical companies with the knowledge, strategies, and insights necessary to navigate the complexities of market entry successfully and minimise the risk of unexpected missteps along the way," says Davor Katavić, founder and CEO of DESIDERIUS CONSULTING.

In Europe, the journey from drug development to market entry is complex due to varying healthcare systems and dynamic socio-economic factors. These factors influence policy reforms, budget allocation, clinical trials, and marketing authorisation, significantly impacting market entry strategies, particularly for drug reimbursement, especially for novel or orphan drugs.

With its team of experts, DESIDERIUS CONSULTING offers a wealth of knowledge on navigating the complex landscape of pharmaceuticals, medical devices, and orphan drugs across diverse European countries. They provide timely, candid, and practical consultancy services that either validate or debunk preconceived notions about European healthcare systems. The end goal is to expedite the entire process and uncover hidden obstacles within each nation's healthcare system, furnishing clients with a comprehensive insight into real-world healthcare operations. Such expertise is indispensable for pharmaceutical firms gearing up for their pre-entry market analyses.

Yet, the preparation for introducing a new drug goes beyond just feasibility studies and cost-effective assessments. The company's main focus is to offer an in-depth interpretation



Davor Katavić,
Founder and CEO


of the financing, reimbursement, and public procurement systems within each country's healthcare setup. This reveals hidden legal, organisational, socio-political, or cultural barriers that may impede new product market entry. Specialising in Central, Eastern, and Southeastern Europe, the firm leverages a strong network of seasoned contacts for the latest information, offering clients comprehensive insights and sound advice.

Once this foundational assessment is complete, the consultancy evaluates the client's current state of readiness. This includes analysing current market positioning, with the primary objective to bolster the existing market share and enhance profitability for individual products or the entire portfolio within a specific European healthcare market. Based on these insights, they offer strategic, tailored advice on the most effective business moves to achieve desired goals.

Likewise, healthcare providers contemplating the establishment of new practices, polyclinics, hospitals, or the expansion of existing facilities can leverage DESIDERIUS CONSULTING's expertise in conducting comprehensive feasibility studies. This provides detailed insights into the financial viability of healthcare ventures, delivering clients precise assessments of their project ideas.

DESIDERIUS CONSULTING specialises in tailored market analyses for orphan drug manufacturers. An American pharma company, with a successful track record and subsidiaries in Central and Eastern Europe, faced unexpected challenges when launching an orphan drug. These challenges included varying application processes, budget readiness, and perceptions of the drug's necessity across countries in the region.

Recognising the need for expert guidance, they turned to DESIDERIUS CONSULTING. The firm conducted a detailed analysis of each target market, and offered tailored advice and strategies for each country, emphasising specific areas of focus within their applications. Within a few months, they successfully entered six markets, despite the distinct challenges.

This merely scratches the surface of what DESIDERIUS CONSULTING offers. Depending on specific client requirements, the consultancy firm stands ready to provide an extensive array of consultancy services that effectively transform available data into invaluable insights—driving informed decision-making and propelling organisational success. 

DESIDERIUS CONSULTING



*The annual listing of 10 companies in Europe that are at
the forefront of providing Pharma Consulting services
and impacting the marketplace*