



Dynamic Market Intelligence

Providing curated, informed and accurate insights on competitive and market environments across the life sciences industry

Traditional competitive intelligence (CI) in life sciences has been limited by decades of established norms. Data streams have proliferated in an unorganized, static and non-strategic manner while industry, life sciences companies and brand teams have gotten more sophisticated.



Michele Andrews
Principal &
Head of Dynamic
Market Intelligence

Trinity Life Sciences redefines competitive intelligence and provides meaningful insights that shape strategy:



We work to understand your organization and your team's unique needs.



We curate insights from many data sources and have systems to do it well.



We have the systems, technology and tools to visualize and integrate.



We provide thoughtful interpretation that is intuitively presented and tailored to the audience.





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Trinity Focuses on Curated, Dynamic Market Intelligence

Trinity Dynamic Market Intelligence uses next-generation analytics and strategies to offer life sciences leaders an integrated approach to making informed decisions in a complex competitive landscape.

Our dynamic methodology ensures scalability and agility in response to change in the market—as well as the evolution of our clients' needs.

Intelligence is not just about data mining and monitoring—it requires market knowledge and expertise to generate accurate and robust insights. The right mix of people, data sources and technology can guide actions to enhance team performance and increase confidence in decision-making.

Trinity's Modular Map

Select the elements you need for a successful market intelligence program:

Foundational

- » Monitoring: Ongoing reports
- » Rapid Response: Weekly or near-real-time alerts via email

Structure & Enhancements

- » Dashboard: Cross-organization access to latest CI
- » Competitive response workshops
- » Ad-hoc projects
- » Congress Coverage

Organizational Development & CI Process

- » Trinity's Market Intelligence Dashboard, backed by a searchable database, provides a unified, curated and visualized resource to meet the needs our clients' CI end users
- » Trinity's infrastructure and intelligence process supports companies of all sizes with their unique intelligence needs

