

# Trinity Life Sciences

## A Leader in Global Strategic Commercialization

*Revolutionizing How Drugs and Devices Are Delivered to the Market*

### Every Decision Impacts a Life

Trinity Life Sciences understands there is a human consequence to every decision that life sciences companies make. With our 25-year history of offering evidence-based solutions and our commitment to a greater purpose, there's no better partner to successfully see your drug through from molecule to market and beyond.

### Our Expertise Translates to Value for Our Clients

Relying on our broad life sciences and deep therapeutic and functional expertise, we help companies make commercialization decisions via integrated strategy, insights and analytics. Trinity is committed to solving our clients' most challenging problems through exceptional levels of service, powerful tools and data-driven insights.

## Trinity Serves all Commercialization Functions Within Life Sciences Companies Across the Product Lifecycle

### Corporate & New Product Strategy

Trinity's Corporate Strategy offerings help life sciences companies identify their aspirational goals and develop the strategic roadmap to realize them. Companies select Trinity for Business Development support because of our data-driven approach, our experience in assessing fit within the customer portfolio, and our ability to articulate a thoughtful business case for or against an opportunity. Trinity also has a New Product Planning suite of offerings which identifies the needs of market stakeholders and designs strategies to optimize the product, with cost-effective approaches to ensure the appropriate level of rigor for each stage of development.

- » Corporate Strategy
- » Business Development
- » New Product Planning

### Launch & Brand Excellence

Trinity's Launch Excellence engagements help companies effectively and efficiently prepare for successful commercialization tailored to their market and situation, whether it's the first launch, new franchise, new product or new indication. We also provide end-to-end brand strategy and planning support, elevating brand plans through our innovative Brand Planning Optimization process. We enable life sciences leaders to make informed decisions in a complex competitive landscape with an integrated approach of next generation analytics and strategies that leverage Trinity's Dynamic Market Intelligence.

- » Launch Planning
- » Brand Planning
- » Strategic Competitive Intelligence

## Evidence, Value, Access & Pricing

Trinity Evidence, Value, Access & Pricing (EVAP) provides end-to-end solutions to develop compelling Evidence, demonstrate Value, and achieve optimal Pricing and Access. EVAP leaders have hands-on experience and a demonstrated track record of driving evidence generation to support value strategy and optimal access and pricing, both in the U.S. and globally. EVAP works across the product lifecycle with extensive experience across a range of therapeutic areas and major markets to meet the diverse needs of our clients.

- » Evidence Generation
- » Value Demonstration
- » Access Optimization
- » Pricing Success

## Primary & Secondary Insights

Trinity's research studies are designed and conducted to support ongoing and dynamic solutions at every stage of the marketing lifecycle. Our capabilities range from qualitative in-depth interviews to multivariate quantitative studies with physicians, patients, payers, and other critical stakeholders in the healthcare space. As an experienced partner who draws on appropriate RWE data assets and our Evidence First offering, we deliver meaningful and high impact RWE solutions. Benchmarking through Trinity's TGaS Advisors division provides robust comparative intelligence and collaborative network membership services for Commercial, Operations, Market Access and Medical Affairs executives.

- » Qualitative
- » Quantitative
- » Real-world evidence
- » Benchmarking

## Analytics

Trinity Analytics' experts and technology are focused on helping clients optimize the value of data across commercial activities. Dedicated teams have specialized skill sets and extensive experience using and analyzing commercial data. Our Trinity AI portfolio includes data science applications, robust capabilities and industry-specific expertise to support a range of use cases. We are a long-established forecasting partner to the life sciences industry with experience across disease areas and modalities. We excel at designing and operationalizing omnichannel promotional strategy with an integrated approach to personal and non-personal promotion. Trinity's infrastructure and support flex with customer needs, enabling quick deployment of comprehensive, capable and dynamic commercial data environments.

- » Trinity AI
- » Commercial Analytics
- » Forecasting
- » Omnichannel Promotional Excellence
- » Commercial Data Solutions



>265

Clients



20/20

Top Life Sciences  
Companies Are Clients



1,200+

Professional  
Advisors



11

Global Offices