



Bridging Life Sciences and Global Health

Applied Strategies is a specialized consulting firm that bridges the pharma and biotech industries with the global health sector to develop and implement optimal development and introduction strategies. We leverage our strategic leadership, expertise in vaccine and drug development, global health partnerships, and cross-market knowledge to identify solutions that create value for suppliers, global donors, and countries. We work with leading global health organizations, global pharmaceutical companies, and academic institutions.

Applied Strategies is a recognized leader in vaccine strategy development, planning, and analysis. We have conducted projects requiring in-depth knowledge and analysis of over a dozen vaccines including cholera, dengue, hepatitis B, Hib, HIV/AIDS, human papillomavirus, Japanese encephalitis, malaria, meningitis, pneumococcal disease, rabies, rotavirus, tuberculosis, typhoid fever, and yellow fever.

We partner with the Bill & Melinda Gates Foundation, GAVI Alliance, World Bank, PATH, Johns Hopkins Bloomberg School of Public Health, and numerous public-private partnerships to develop global vaccine product strategies, new vaccine introduction frameworks and strategies, vaccine portfolio strategies, global market characterizations, strategic demand forecasts, and long-term strategic plans.

We have also worked with the full range of drug development companies from early stage start-ups to biotech to big pharma companies across a broad spectrum of diseases, designing and implementing global development portfolio prioritization and management processes as well as product development and commercialization strategies. Our analyses allow management to thoroughly evaluate alternatives and confidently communicate to shareholders how a chosen course of action will generate business value and achieve challenging goals.

Expert Decision Systems

Applied Strategies Technology, a wholly owned subsidiary, develops powerful decision support tools for vaccine and drug manufacturers, global funding agencies, and pharmaceutical and biotech companies. The Technology group developed the financial implications and risk model (FIRM) used to analyze Advanced Market Commitments (AMCs), an innovative financing mechanism for creating an economically attractive low-income country market for vaccine suppliers and the global donor investment needed to ensure positive supplier return. AMCs have the potential to accelerate access to vaccines and save millions of lives. The AMC-FIRM has been invaluable in guiding the mechanism design and term-setting process.

The Technology group has also developed many breakthrough analytical and decision-support tools to help global health organizations and industry understand the implications of their investment strategies. Notable tools include:

- Cennium ValueDriver™: a decision-analytic based application designed to provide a credible and consistent valuation of drug development strategies and determine the key drivers of program and product value to select the best path forward.
- Cennium Vaccine FIRM™: a powerful decision-support tool that enables vaccine program teams, global funding agencies, and vaccine manufacturers to better understand the potential demand for vaccines on a country-by-country, region-by-region, or global basis under various pricing and global funding scenarios.
- Cennium Global Vaccine Market Model (GVMM)™: a market characterization tool that provides a way for vaccine suppliers, global funding organizations, and other interested groups to understand the potential size and value of the global market for a particular vaccine.

Our experienced industry professionals also provide tailored training and product support to ensure that users gain the maximum advantages from our software products.

For more information on how Applied Strategies helps clients deliver significant, measurable results, visit us at www.appliedstrategies.com or contact:

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