

GAME THEORY MEETS PHARMA STRATEGY.



As a Pharma executive, you appreciate the challenges of making strategic decisions. The interplay of regulatory and competitive forces has never been more dynamic; reaching **strategic clarity** has never been so challenging; the need for **robust decision-making** has never been so high. This is where **Game Theory** meets Pharma strategy. Game Theory is a powerful decision-making framework in dynamic, interactive environments. Let's combine your industry expertise with our Game Theory know-how and together achieve **superior strategic decisions**.

TWS Partners is the leading strategy consultancy whose approach is deeply rooted in game theory and economics. With its unique profile, the company has evolved from a spin-off from industry and academia to a team of over 100 experts with a global footprint. In Pharma, we are supporting leading players and blockbuster products – with impressive topline results in more than 150 delivered projects. Our support covers a wide range of commercial activities: **pre-launch market shaping, strategizing around indication extensions, innovative contracting, optimal pricing, peri-LOE competing** ... to name but a few.



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WE DIG DEEP INTO MARKET MECHANISMS.

Each product's market environment is different. As passionate economists, we love to uncover all relevant market mechanisms and analyse their strategic implications with our clients. Sometimes, with unexpected results.

WE PUT ANTICIPATION AT THE CORE OF OUR THINKING.

Traditional strategy consultants may overlook an essential perspective: your decisions influence other 'players', whose responses affect you. Our Game Theory expertise enables you to anticipate the outcome of complex interactions with competitors and payers – and identify optimal, sustainable strategies.

WE BELIEVE THAT NUMBERS ARE ESSENTIAL FOR MAKING DECISIONS.

We rigorously quantify trade-offs in decision-making – pushing ourselves and our clients to work with refutable, consistent assumptions. This not only creates confidence and clarity in decisions but also enables cross-functional alignment.

With TWS, you develop a thorough, transparent game plan that provides a robust foundation for long-term growth. Interested to learn more about the way to enhance your play and even redefine the game to your advantage? Feel free to get in touch!