



STRASYS Biopharma

Sustainable Growth with Disruptive Innovation

REIMAGINE INNOVATE

We help our clients to advance the progress of biopharmaceutical therapies through disruptive innovation and successful commercial strategy.

Our approach is to create deep insight into the unmet needs of patients and the broader healthcare economy to identify disruptive innovations and rethink business models.

We work alongside our clients' management teams and investors to create alignment among stakeholders and ensure that organisations know what needs to be done commercially to create returns on specific therapy areas.

Our purpose is to enable biopharmaceutical companies to address the strategic opportunities and challenges of the industry by thinking differently.

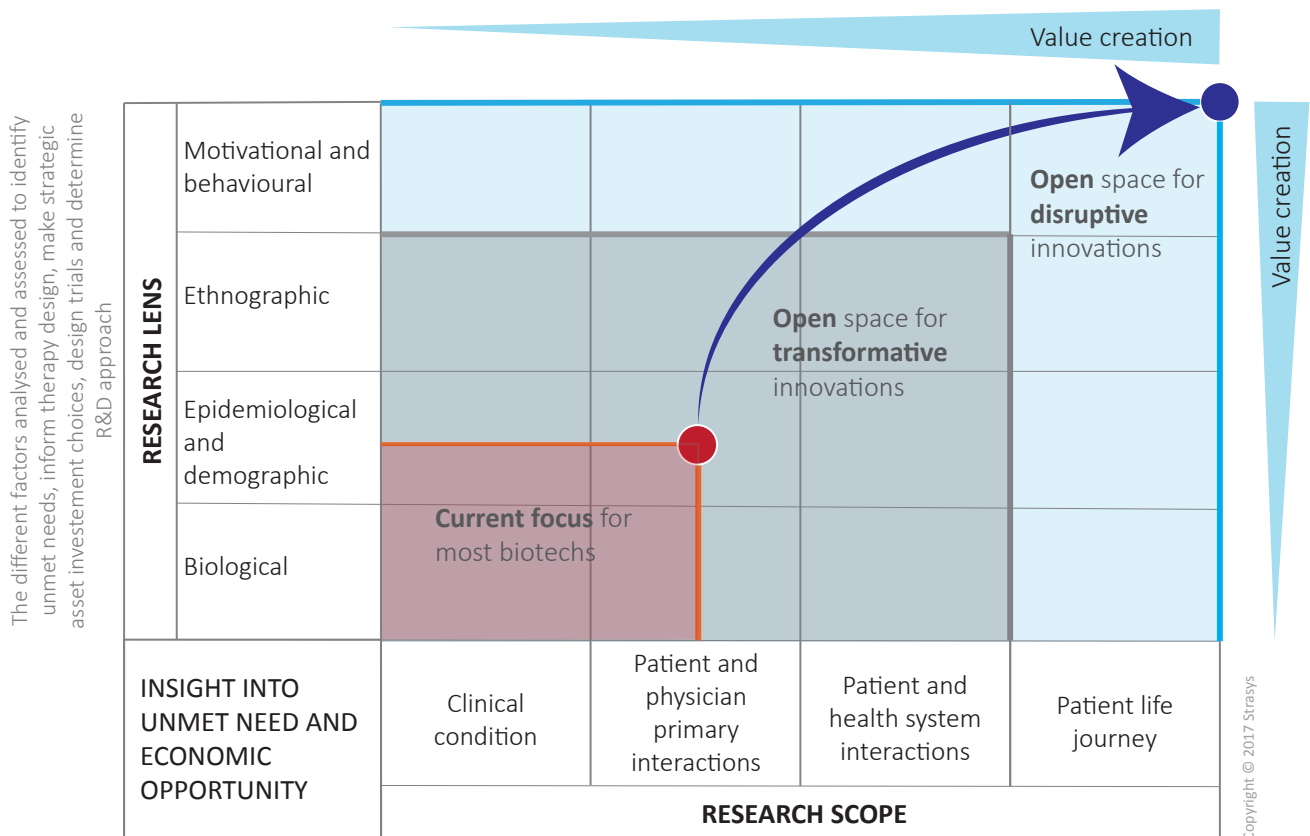
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DISCOVER A BIGGER WORLD OF UNMET NEED

Strasys' insight framework enables biopharmaceutical companies to look beyond the unmet medical needs of their therapy areas and consider broader patient life journeys and health system needs.

This reveals a richer, multi-factorial view of unmet need which can drive disruptive innovation, commercial decision-making and winning strategies with regulators and health technology assessors.



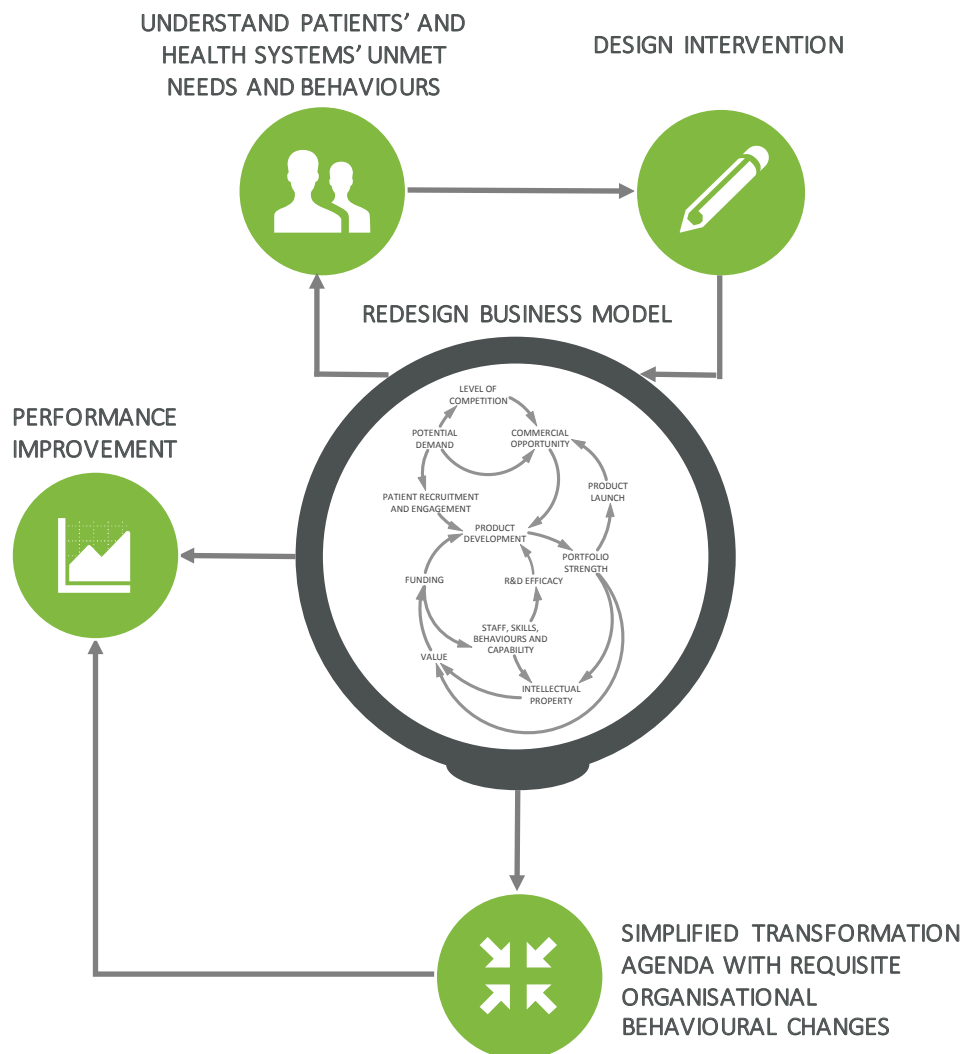
The extent of the patient's whole life journey studied to reveal insights into both the patient's and health system's goals, motivations, decision-making and behaviours

A METHOD FOR SYSTEMATIC INNOVATION AND GROWTH

Building on a patient insights, we help clients make sense of their markets, competing stakeholder priorities and the management challenges by simplifying and connecting the dots between the drivers of performance within their therapy area.

Our proven methodology combines multiple disciplines including design thinking, system dynamics, data science and behavioural economics.

Moreover, our methodology is designed to be rapidly absorbed and operationalised by our clients enabling them to continue to learn, adapt, innovate and grow.



FRESH PERSPECTIVE

COLLABORATIVE CONSULTING

We work with you to develop an approach that delivers specific solutions that reflect organisational behaviours, capacity and capability. We do not come with predetermined solutions.

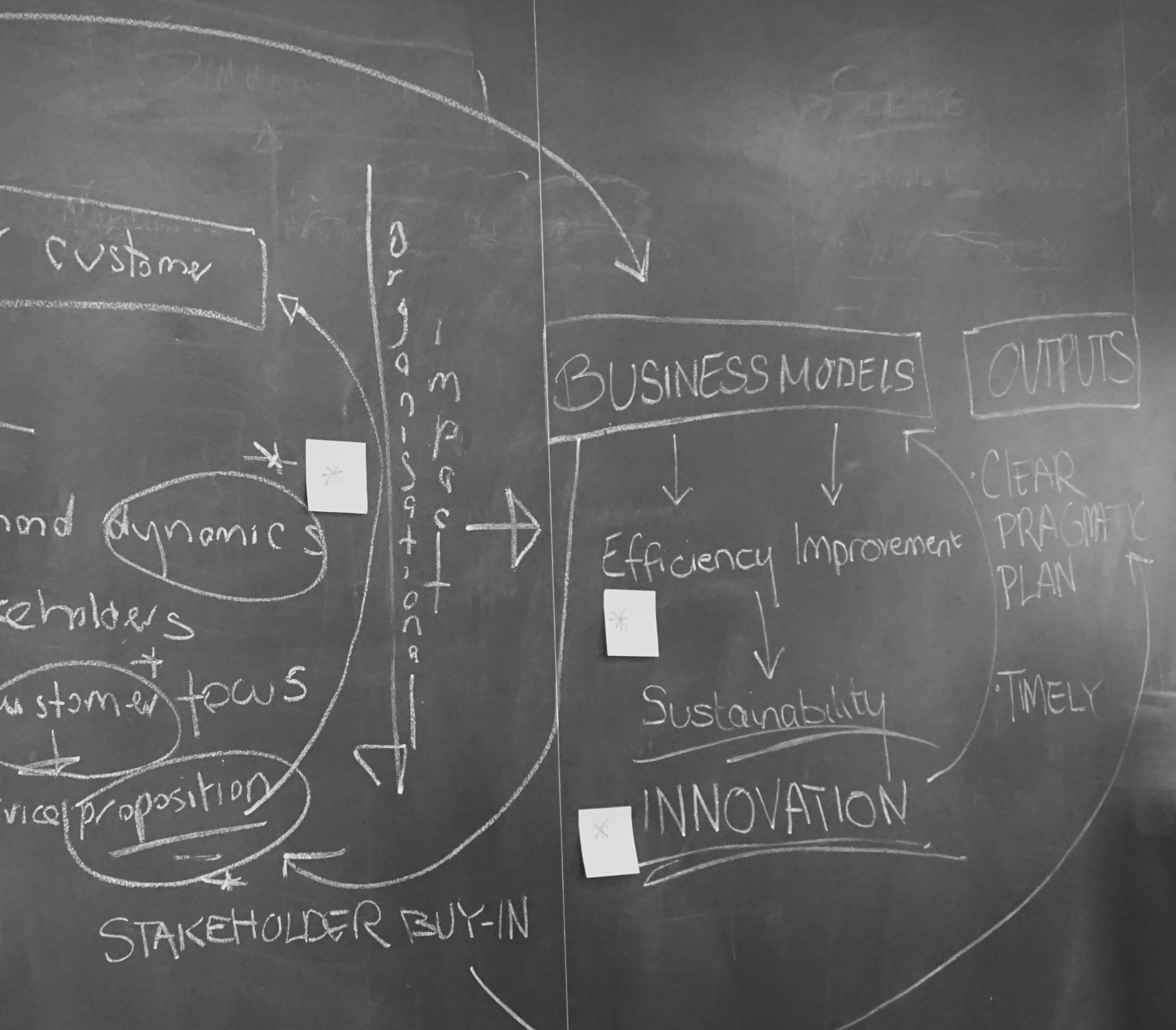
MULTI-DISCIPLINARY METHODOLOGY

We combine deep analytics, anthropology and behavioural economics to help you develop a better understanding of your customers, market and organisation so that you can develop innovative therapies and solutions to the unmet needs of both patients and health systems.

BUILDING YOUR CAPABILITY

We develop your capability from day one through 'learning-by-doing' to ensure you become self-sufficient and your organisation exercises the right behaviours to sustain outperformance.

STRASYS



Our differentiated approach allows you to:

- Develop individualised, pragmatic and actionable solutions that deliver commercial value, fast.
- Create new commercial perspectives and disruptive insights, giving you a competitive advantage.
- Build management capacity and headroom to allow you to focus on performance and value creation.

MULTI-DIMENSIONAL APPROACH

Combining deep analytics, applied anthropology and behavioural economics, we help organisations to redefine their strategy, codify behaviours for success and develop innovation capabilities. We help transform their business models and improve performance.



STRASYS.
TRANSFORMATION

We explore your customers, organisation, market and services to create actionable insights. Using our expertise in anthropology, behavioural economics, strategy, predictive analytics and our own R&D, we help you explore alternate futures and opportunities.



STRASYS.
INSIGHT

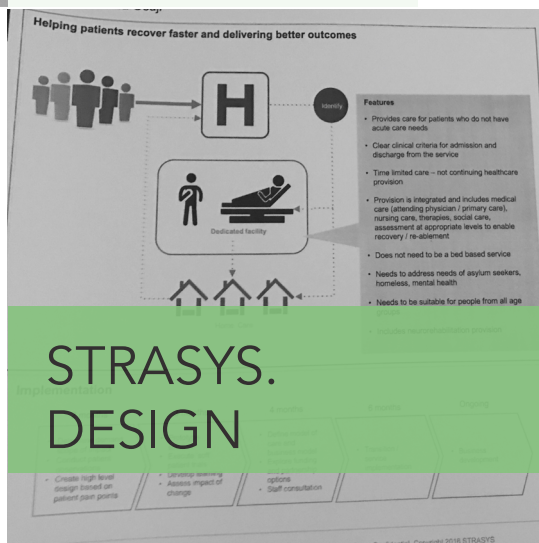
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Through learning by doing we help organisations embed the right culture, behaviours and capabilities to unblock change and innovate by putting customers needs first. Through rapid and iterative experimentation organisations improve R&D performance, fast.



Using applied ethnographics and quantitative analysis we help organisations to connect with their patients, developing a deep understanding of their needs, behaviours and wants. We identify opportunities to serve them better and improve performance of the overall health system.



We humanise the redesign of therapies, services and trials going beyond functional perspective. We create greater empathy between patients, R&D staff and HCPS resulting in disruptive solutions, stronger commitment to change and higher, long-term stakeholder advocacy.

MAKING A DIFFERENCE

“

... The Roche board was able to make a bold and confident decision in determining whether to keep the vitamins subsidiary or resume a stronger focus on our core business. In reaching our decision, we were able to identify the full avenues for cost-reduction, innovation and revenue increase, enabling us to optimise deal terms with the eventual buyer. ”

Matthias Währen , Head of Finance at Roche Vitamins

The potential for increasing the cost-effectiveness and revenue of the subsidiary was assessed as well as 'strategic fit' with Roche's core business through our value assessment framework which considered synergies in sharing technology platforms, R&D data and methodologies.

“

...Strasys supported our journey in becoming a global leader in bio-waste energy innovation. We have sustainably and profitably grown through new governance arrangements, processes and organisational behaviours. It was a pleasure to work them as their process was effective, pragmatic and immersive. ”

Mohammed Saddiq, Managing Director, GENECO

Strasys supported this biodegradables energy renewables company to become the lead innovator in its field and now become an acknowledged global expert and advisor. The company has now outperformed all of its original financial goals.

STRASYS

“

... I cannot commend Strasys highly enough! They are a breath of fresh air in a world of “the big 4” consultancies and the myriad of wanabees. Their very ‘human’ approach and ability to see the wood for the trees really helped us to make some critical strategic decisions with confidence.

”

Ann Barnes, CEO, Stockport NHS Foundation Trust

Strasys redefined the trust’s strategy and simplified its transformation plan to improve performance and respond to the local health economy based on brand new service and care innovations that dramatically improved patient care, whilst lowering costs to serve.

“

... Strasys’ work was inspirational! Their collaborative approach, coaching and deep intellect helped our board to develop a deeper understanding of our business and create a clear path to achieve our objectives. This is the best piece of consulting work we have seen and Strasys approach is needed by the NHS.

”

Mike Bell, Chairman, Croydon Healthcare NHS

Strasys designed an alternate future for the trust to improve its performance and determine how the trust’s services and operating model should change to meet the patient’s needs more effectively.



About Strasys

Strasys enables organisations to improve their ability to discover and execute the right strategy to outperform their markets and create greater economic value.

Our core philosophy is that real innovation happens when we put customers at the heart of an organisation's strategy and behaviour. We bring deep customer and strategic foresight to enable clients to reimagine their products and businesses, and establish the organisational behaviours to succeed.

We work across a broad spectrum of clients including healthcare, biopharma, government, travel, media, telecommunications and financial services.

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