

## ABOUT QRAL

Qral Group is a management consulting firm that helps commercial leaders in pharma/biotech solve new business challenges. We blend solid consulting fundamentals with the latest advances in analytics, research, and technology.

Our experience lies in migrating from a commercial model to addressing the needs of the Specialty and Rare Diseases market. We've built our team with seasoned consultants from the most reputable firms in life sciences consulting.

## GEOGRAPHIES

- Actively serving one dozen clients, with 20 full-time employees, located in three US markets: New York, Chicago, and San Francisco
- Currently conducting projects in more than 12 countries
- 50+ countries historically served

## CLIENTS

We serve the spectrum of pharmaceutical and biotechnology companies, from Top 5 pharma to pre-revenue biotechs.

We engage with commercial leaders across a wide range of functional areas, including business development and licensing, new product planning, medical affairs, market access, marketing, sales, and commercial operations.

## SERVICE OFFERINGS

We support pharma/biotech commercial leaders through the full life value of a product, including:

- Market and asset development
- Go-to-market strategy
- Commercial effectiveness and operations
- Life cycle management

### Specific services include:

- Asset Evaluation
- Onsite commercial analytics
- Business reporting for commercial leaders
- IC Design & Global Administration
- Ultra orphan commercialization playbook
- Market access & pricing market research

Our consulting begins with the mindset of active listening for issue-based problem solving. Our recommendations are grounded in a fact-based approach that applies both research and analytical techniques. Each step we take aims to generate insights for our clients.

### RESEARCH

- Qualitative research (HCPs, KOLs, payers, patients)
- Advisory panels
- Quantitative surveys
- Intelligence platforms

### ANALYTICAL

- Desktop- and cloud based data storage
- ETL
- Data management
- Data visualization
- Statistical analysis

**2015**  
FOUNDED

**25**  
FULL-TIME EMPLOYEES

**3**  
SERVICE LOCATIONS

**12**  
ACTIVE, RECURRING CLIENTS