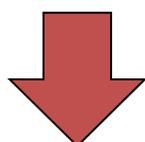
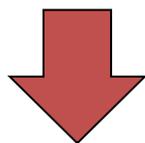


Going Above the Brand: Building a Franchise Strategy

What are the stakeholder needs and care trends in Alzheimer disease (AD) to consider for sound franchise strategies?



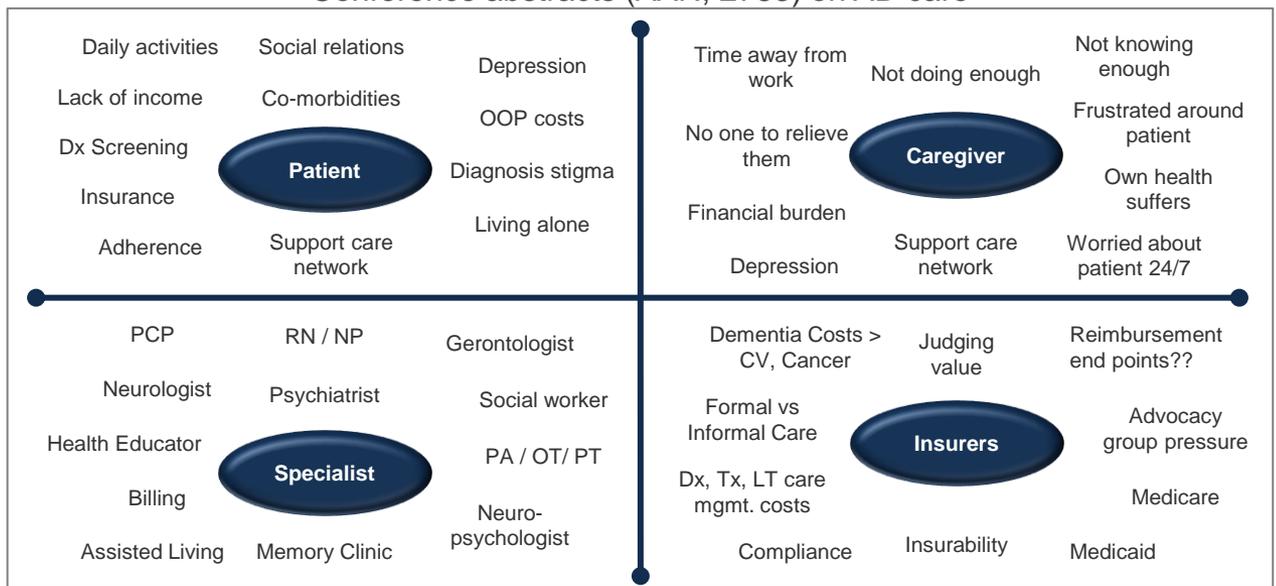
We discovered that the breadth of stakeholder needs in AD is more complex than other disease areas...



...allowing us to ask key 'above the brand' questions to help build a formidable franchise strategy

Data Search, Aggregation and Segmentation
(we use web and machine learning platforms for speed and scale)

Peer-reviewed literature in the last 5 years (2595)
News/blogs related to AD care in the last year (1484 articles)
Conference abstracts (AAN, 2783) on AD care



Agreeing on Endpoints	What endpoints do all stakeholders agree are critical?	Geographic Nuances	How can care be addressed at the urban, rural and global scale?
Aligning on Care	What is the integrated care model all stakeholders can agree upon?	Screening Diagnosis	How can more patients be screened, and progressed to care?
Burden of Illness	What burden factors will move the needle in the care continuum?	Sustainable Care Model	Is there one or several care models that can work 'better'?
Commercial Success	What factors can be levered and retracted dynamically?		