

10 SIGNS YOU HAVE A CHALLENGER BRAND

We help biopharma and medical device challenger brands achieve their full potential in an increasingly complex and competitive market

1. Entering a market with data inferior to competitors
2. Small brand facing larger, established competition
3. Market leadership position is being threatened by multiple new competitors
4. Limited rep force and need a bigger share of voice (SOV) to compete—to grow, challenger brands need more SOV than leaders do
5. Competing in a commodity market with little differentiation
6. In an early phase of development of a promising molecule but aren't sure how to position it yet
7. New entrant in a crowded, established category
8. Launching a new indication or dose in a crowded space
9. New or misunderstood technology
10. Mature category leader mired in genericization of their market

100% HEALTHCARE FOCUSED

Markets served

Biotechnology | Pharmaceuticals | Medical devices

Select client experience

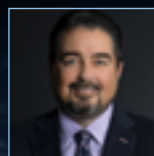
- Aspen Green
- Alexza
- Alfasigma USA
- Biofrontera
- DePuy Synthes
- DePuy Mitek Sports Medicine
- EyePoint
- Eyevance
- Galen
- Grifols
- Insulet
- Joerns
- Johnson & Johnson
- LivaNova
- Medexus
- Mycovia
- Recordati Rare Diseases
- Shield Therapeutics

100% INDEPENDENTLY OWNED

Services

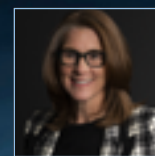
- Scientific platforms
- Market shaping
- Prelaunch strategy and communication planning
- Brand identity development
- Positioning/messaging
- Campaign development
- Professional sales promotion
- Marketing and sales model optimization
- Patient education materials
- Digital strategy, content, design
- Nonpersonal promotion
- Life cycle management

Contact our Brand Champions



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