



It's a matter of results

D2 is the nation's leading life sciences consulting firm. We are your full-service partner and provide strategic and tactical advisement services from pre-launch to fully commercialized pharmaceutical, biologic, medical device, and e-health products.

*Pharmaceutical Companies
Medical Device Companies
Diagnostic Companies
Digital Therapy Companies
Specialty Pharmacies
Payers
Distributors
Hospital GPOs
Investment Firms*

D2 Consulting

Achieving success in today's dynamic, competitive and complex marketplace is no accident. It requires expert planning and execution conducted by teams comprised of individuals who are leaders in their respective disciplines. D2 has been privileged to help more than 350 emerging and mature organizations in the life sciences achieve their business goals.

Our approach is simple. With a firm understanding of your business objectives – and the context of your operational and competitive environment – we collaborate with your team to conceive, develop and execute winning business strategies. Our tested value proposition is built around three key pillars.



Deep Vertical Expertise

D2's talent base draws on a pool of consultants who are experts at specific critical disciplines in the biopharma field, including Accreditation, Commercialization, Distribution, GPO, New Product Launch, Reimbursement, and Technology.

Expansive Horizontal Reach

Unlike boutique consulting firms, D2 can offer one-stop shop commercialization services. We can plug and play anywhere you need assistance with your commercialization efforts.

Flexible Business Model

D2 offers the best of both staffing models—a deep bench of full-time senior consultants as well as strategic relationships with ad hoc consultants who can be added and subtracted to the team at will, based on your needs.



Commercialization Solutions for Pharmaceutical, Medical and Health Technology



	18 MONTHS PRE-LAUNCH	LAUNCH	ONGOING POST-LAUNCH
▶ Market Evaluation	<ul style="list-style-type: none"> Market Research Treatment Paradigm Clinical Policy & Coverage Asset Evaluations 	<ul style="list-style-type: none"> Potential Utilization of Product Revenue vs. Reimbursement Research On Competitive Product 	<ul style="list-style-type: none"> Reformulations, Line Extensions, Generic/Biosimilar Strategies
▶ Commercialization	<ul style="list-style-type: none"> Market Access Strategy Launch Strategy White Boards/Strategy Session Commercial Effectiveness Channel Strategy Purchasing Pathway for Federal Markets Launch Planning–Timelines & Roadmaps Standard Operating Procedures 	<ul style="list-style-type: none"> Partnering & Alliance Management Reimbursement Strategy & Pricing Strategy Disease State Awareness (DSA) Campaigns Product Launch Promotion 	<ul style="list-style-type: none"> Ongoing FMV Benchmarking Channel Optimization Ongoing Product Awareness Service Enhancements Technology Enhancements Field Sales Optimization
▶ Distribution and Implementation	<ul style="list-style-type: none"> Commercial Overview Distribution Strategy State Licensing 3 PL Selection & Implementation Wholesale & Specialty Distribution Selection & Implementation Prime Vendor Program Distribution Services Agreement Negotiation 	<ul style="list-style-type: none"> Trade Services GPO, Wholesales, Retailers, Specialty Distributors EU Distribution Canadian Distribution Puerto Rico Distribution Pricing Agencies and Compendia FMV - Packaging, Serialization, Kitting, and Samples Expertise REMS and Other ETASU 	<ul style="list-style-type: none"> Trade, Retail, and GPO Account Management Quarterly Business Review Distribution Contract Renewals Channel Partner Service Level Benchmark Review
▶ Reimbursement and Access	<ul style="list-style-type: none"> Payer Perception Research [Advisory Boards] Pricing and Reimbursement Research Strategic Account Coverage Value Based Contract Design & Contracting Strategy Assessment Pharmacy/Medical/DME Benefit Federal Supply Schedule (FSS) Support 	<ul style="list-style-type: none"> Payer Strategy to Commercial, PBM, Employer Group, and Government (Medicare/Medicaid/VA/DoD) Industry Advisory Boards Accreditation Prep/Compliance Co-Pay Strategy MCO Opportunity Assessment Value Based & Rebate Contracting Negotiations & Support Federal Promotion Certification Account Management and Sales Training 	<ul style="list-style-type: none"> Manage Care Organization Account Management Value Based Contract Support Rebate Contract Support Ongoing Sales and Marketing Support Federal Market Criteria-for-Use and Prior Authorization Management VA/DoD Supplemental Contracting FSS Administration & Renewal Annual Public Law Support
▶ Product Support Services	<ul style="list-style-type: none"> HUB Selection & Implementation Specialty/Pharmacy Network Selection & Implementation CoPay/PAP Selection & Implementation Data Aggregator Selection & Implementation Technology Vendor Selection (ePA,eBV,Portal, Other) & Implementation Budgeting/Proforma Development Contracting/Negotiation Support Fair Market Value Benchmarking 	<ul style="list-style-type: none"> Vendor Account Management Support Score Carding, Performance Metrics & Benchmarking Channel Vendor Operations Optimization/Quality Improvement Contract Compliance and Auditing Managed Care Trending and Optimization Patient Assistance Program Alternatives for Federal Markets 	<ul style="list-style-type: none"> New Product, Indication or Formulation Extensions Payor/Managed Markets Review: Trending, Optimization Annual Fair Market Value Benchmarking Quarterly Performance Metrics & Benchmarking Continuous Quality Improvement and Operations Optimization Product Lifecycle Service and Model Enhancements Contract Compliance, Auditing Data: Compliance, Optimization, Mastering
▶ Analytics	<ul style="list-style-type: none"> Pricing Analytics Asset Evaluation Analytics Market Sizing Analytics Current Treatment Paradigm 	<ul style="list-style-type: none"> Current Treatment Paradigm Treatment Gap Analysis 	<ul style="list-style-type: none"> Chargebacks Contract Analytics Rebate Validation Value Based Contract Analytics

D2 is Strategy, Action, & Results

Strategy. Action. Results.

1,000+

Combined years' experience and recognized
as Industry thought leaders

350+

Products launched (pharma/biotech/medical device)

250+

Successful specialty pharmacy accreditations

100+

Specialty pharmacy/HUB build-outs

50+

Therapeutic areas of expertise

100+

Payer relationships



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