



# HOW RX4 GROUP CAN HELP A LIFE SCIENCES COMPANY



Life science companies are many and varied but they all face similar business challenges. Besides the obvious ones of fragmented channels for customer communication, decreased margins and high competition, these include having effective strategies for market access, (such as entering a new sector or geography), coping with different regulatory considerations in different markets, reaching increasing fewer and busy primary care physicians (and within the legal boundaries of the “Sunshine Act”), increased competition, the need to enhance teamwork and

productivity, and finally, the fast-changing reforms in healthcare and their manifestations in fields like fixed reimbursements and managed care, which can result in significant revenue constraints.

In recent times, the RX4 Group and its sister companies in The Adaptive Healthcare Network have solved issues and challenges in this area such as the following:

- A large life science business wants to develop a new system/technology be able to perform quick and efficient product recalls where needed – whether voluntary or mandated and need a review of available market systems to build upon or adapt.
- A life sciences company wants to better monetize its research into new drugs and processes in the short term (lowering costs and increasing long term cash flow).
- A bio-technology company cannot hire high quality research staff and want to know the reasons why and what they can do differently in the future.
- A prestigious university has offered to provide substantial research resources to aid a company’s drug development efforts but the cost/benefit of doing this at the price quoted need to be carefully calculated.
- A niche life-science company wants to shorten the cycle of initial drug research to getting to clinical trials, by exploring greater collaboration or outsourcing to other market players.

Call us on **310.736.4965** to discuss your specific needs and for a **FREE consultation** or email us at **info@RX4Group.com**.

