

# ANALYSIS MATTERS



## IMAGINE THIS:

A small pharmaceutical company needs to evaluate their WAC strategy to deliver the highest return over the product lifecycle

The team lacks resources, comprehensive revenue management systems and domain knowledge to perform an internal analysis

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## THE SOLUTION:

Create a variable revenue forecast that combined projections and actuals to showcase the long-term yield of pricing decisions

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## RESULTING IN:

Fine-tuning pricing in order to achieve optimal revenue margins while incurring minimal contracted and regulatory penalties