

Supported the development of the international strategy for a global genetic testing and precision medicine leader with a portfolio spanning multiple disease areas



Client Challenge

The client, a global genetic testing and precision medicine company, recently undertook a strategic review of its business in order to sharpen its focus for future growth, including revising its international presence, and sought KPMG's help in defining and prioritizing the worldwide Dx (diagnostic) and CDx (companion diagnostic) landscape, mapping stakeholder value drivers, and developing a strategic roadmap to guide a cohesive international business strategy that would double revenue in 5 years

Project Phases

Characterization

Defined and prioritized the current worldwide landscape with regards to innovative Dx with focus on 7 regions of interest (Japan, France, Germany, China, Taiwan, and South Korea); conducted interviews with internal client stakeholders to understand current perspectives

Prioritization

Launched and executed targeted primary and secondary research campaigns to determine 4 core markets for focus, by identifying competitive dynamics, stakeholder value drivers, and partnership opportunities

Strategic Roadmap Development

Worked closely with client leads to develop strategic priorities across regions and tests, developing a cohesive international business strategy to double down on its CDx platform over the next 1-5+ years

Outcome For The Client



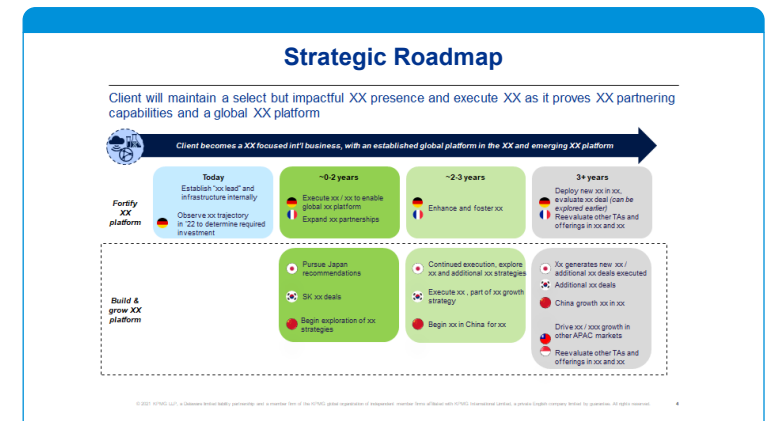
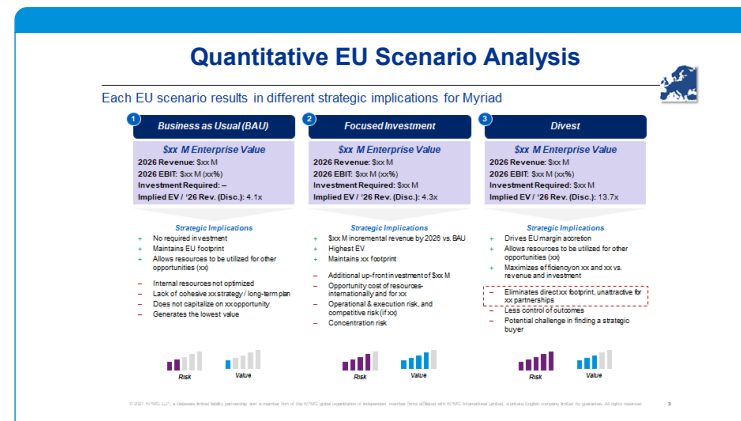
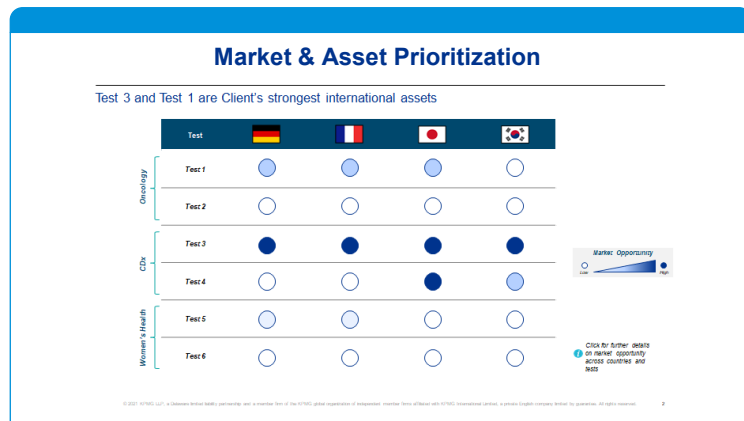
Prioritization matrix evaluating the market opportunity across key regions and tests, based on country-specific Dx dynamics and client "right to win"



A discounted cashflow scenario model based on product / market forecasts providing insight into financial and strategic implications of different business decisions for the EU portfolio



A short-, mid-, and long-term roadmap for future market leadership, centered around partnerships and focused investments to differentiate assets



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