



Healthcare Development Partnership

*Excellence Delivered*

Tailored solutions for healthcare product development

Introduction to  
**The Healthcare Development Partnership**



# Overview

- The HDP is a group of highly skilled, experienced, like minded individuals and their companies who have come together to offer a complete healthcare development service.
- The services we offer span all aspects of product development from brand and company strategy, product formulation and development, packaging development and implementation, extensive clinical, medical and regulatory expertise coupled with technology sourcing, product licensing and world class project management capabilities.
- Clients can utilise all the resources that The HDP can offer or just access a specific part of our capabilities. Whatever your requirements, a project leader will provide single point contact and co-ordinate all project activity.

**The HDP combines depth and breadth of knowledge with a passion for healthcare, giving our clients tailored solutions and an integrated, seamless service**

# Profile



Company, brand and commercial strategy. Concept development and market research.



Formulation development, analytical, scale up, technology transfer, manufacturing.



Packaging design, development, implementation and sourcing.



Clinical development – strategy, study design and implementation.



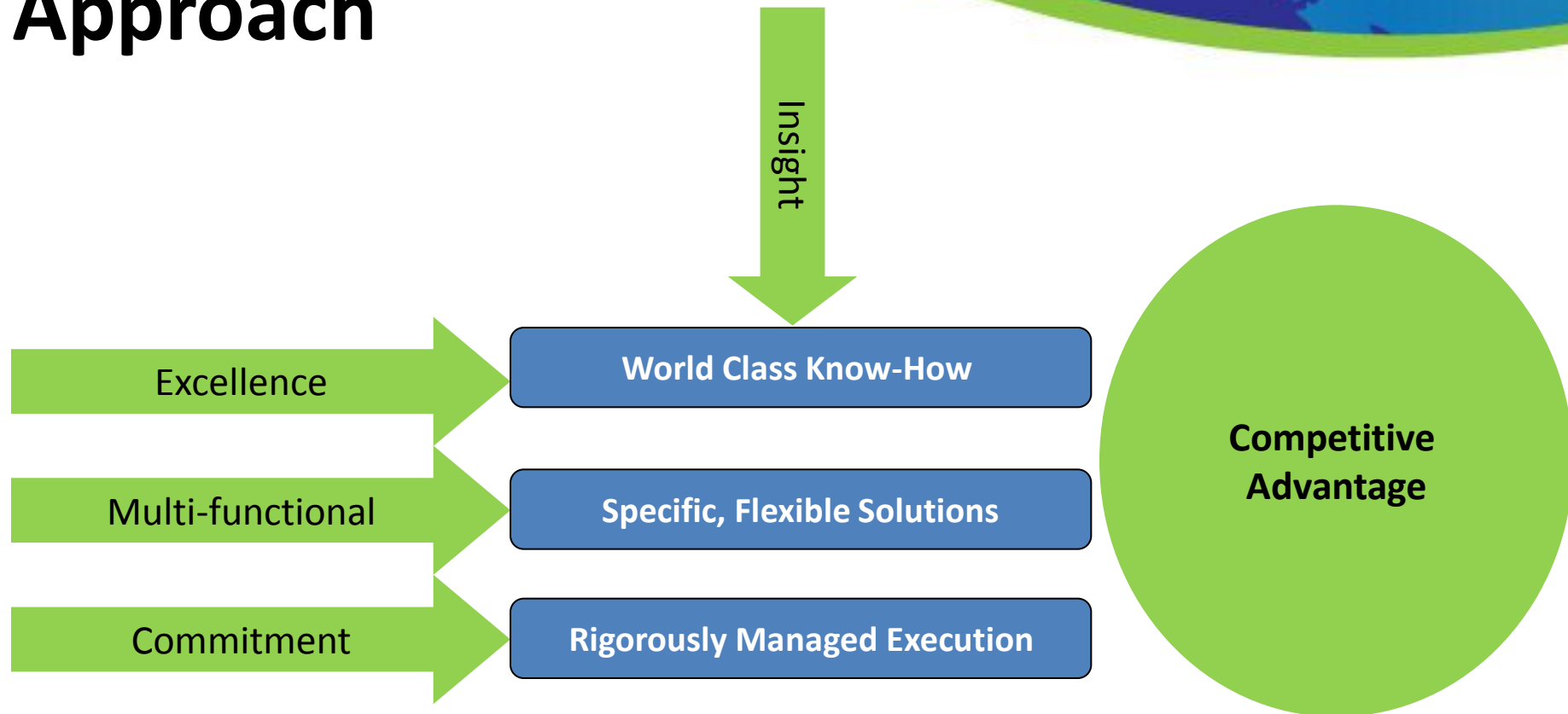
Technology sourcing and licensing. Project management.



Regulatory and medical affairs. Pharmacovigilance.

**The founding partners all bring significant blue-chip experience developed in high performance environments.**

# Approach



**Our approach is built on joined up thinking and is geared solely towards delivering competitive advantage to companies and service providers.**

# Insight

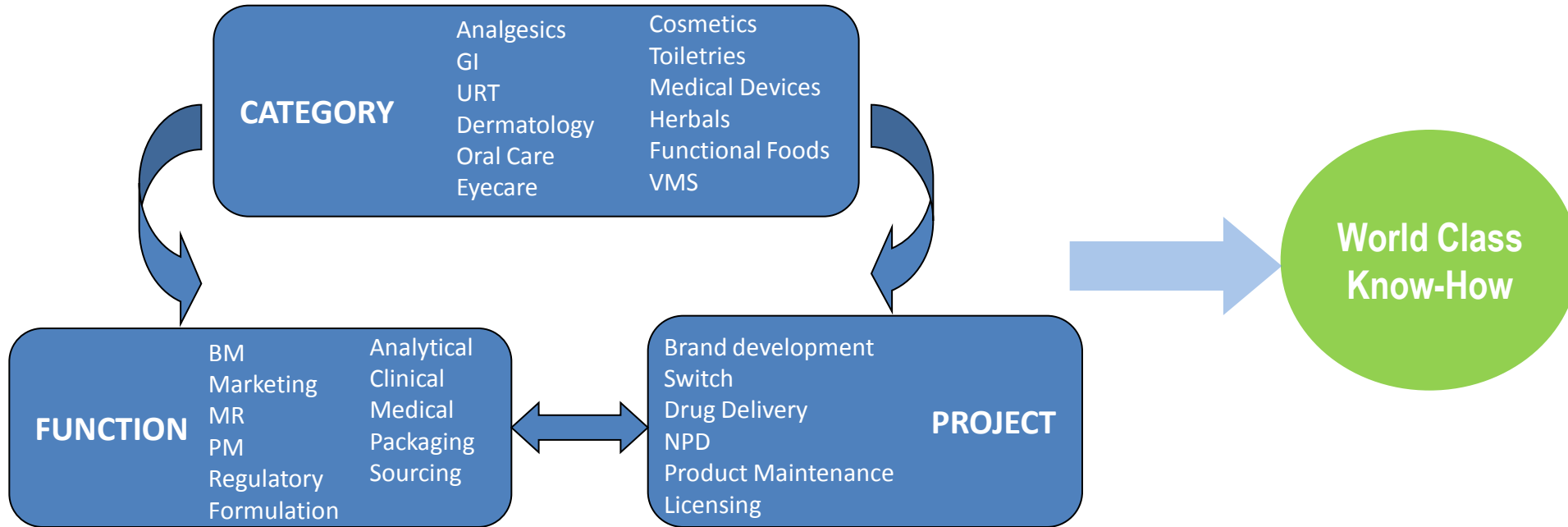
- The HDP team brings breadth and depth of experience in developing and delivering competitive advantage to global brands.
- This experience enables us to help develop and interpret the right strategic intent for an initiative:



**Developing the right strategic intent is critical to delivering competitive advantage:  
Right first time, at pace.**

# Excellence

- The HDP brings together as a team companies who have developed extensive expertise in their respective fields.
- This expertise has been built and applied across the healthcare spectrum;



**We focus on healthcare – it's our passion. As a result we bring a real depth of understanding, and the ability to deliver at pace, right first time.**

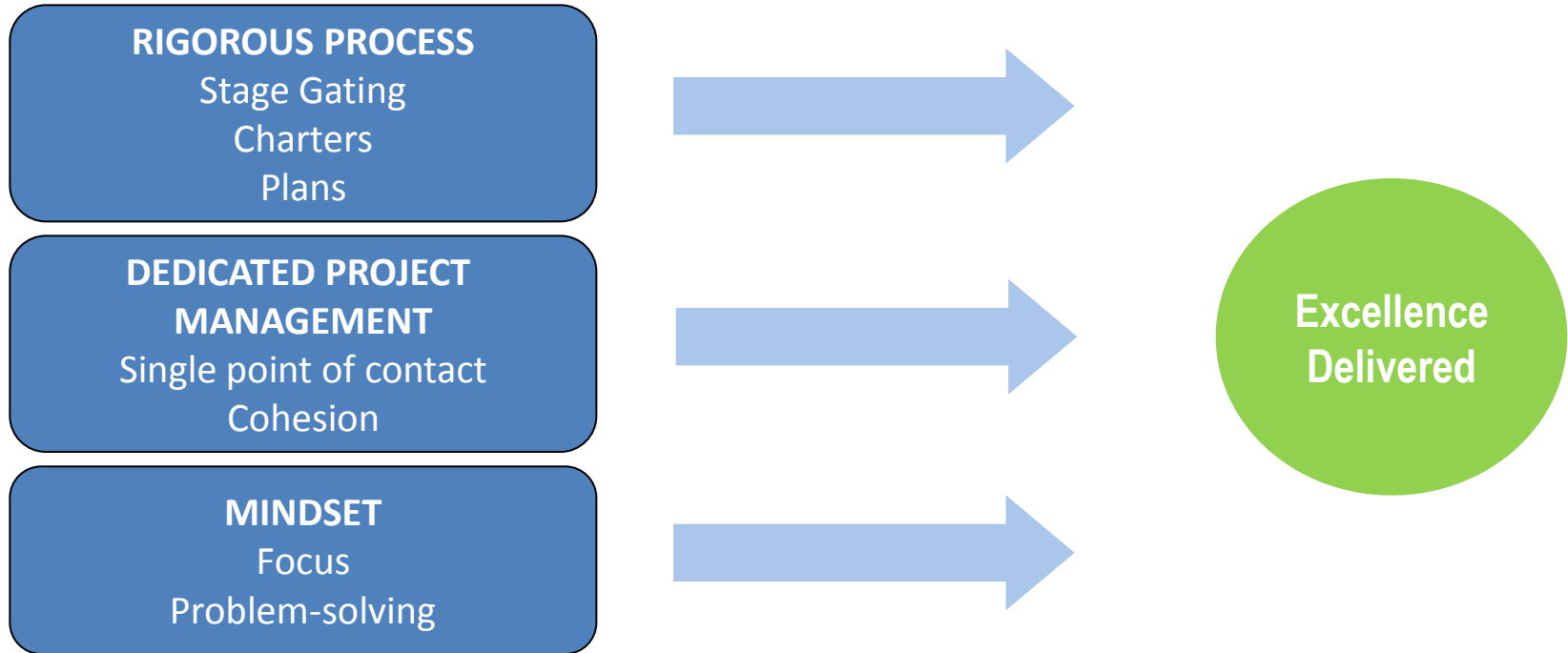
# Multifunctional

	Concept Development	Feasibility Testing	Development	Post-Launch
BM	<p>Consumer Need?</p> <p>Advantaged?</p> <p>Value Creating?</p>	<p>Technically Achievable?</p> <p>Financially Viable?</p> <p>On Strategy?</p>	<p>Product Optimisation</p> <p>Delivery of Intent</p> <p>Launch Readiness</p>	<p>Roll Out</p> <p>Line Extend</p> <p>Respond to change</p>
Marketing				
MR				
Regulatory				
Formulation				
Analytical				
Clinical				
PM				
Medical				
Packaging				
Sourcing				

Great projects are not delivered through functional 'silos'. Our approach is fully scaleable and ensures there are no last minute surprises.

# Commitment

- The best strategy and the best brains still require focus, desire and discipline to **deliver** success



**The HDP is committed to delivery**



# Summary

- **A team of healthcare experts**
- **Breadth and depth of knowledge and application**
- **Proven track record**
- **Aligned to deliver competitive advantage**
- **Multi-functional approach**
- **Rigorous execution**

**The HDP. Excellence Delivered.**



# Contact

## General Enquiries

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# Partner Profile



## ahca ltd

**ahca** is a specialist healthcare consultancy managed by John Appleby. John is a seasoned business professional with 30 years experience in Country and Category Marketing as well as expertise in and Consumer and Prescription healthcare industry both in the UK and internationally. Experienced in managing major international market leading consumer healthcare brands.

**ahca** covers the whole range of healthcare business strategy from business implementation strategy, marketing and brand creation through to new product development, product sourcing and divestment. We also work in the distribution partner selection and brand fostering.

**ahca** has also established close working relationships with a range of blue chip companies.



# Partner Profile



## Co-Formulate Limited

Co-Formulate Ltd was established in September 2007 with the principal objective of providing a comprehensive range of formulation and early analytical development services to the pharmaceutical, biotechnology and healthcare industry.

It specialises in particular in assisting SMEs, research based organisations and academic groups to translate product concepts into suitable prototypes for functional testing and proof-of-concept development. Co-Formulate's expertise spans the major dosage form types, and it has an established laboratory/processing facility at Biocity, based in Nottingham, to undertake early development studies.

Co-Formulate also offers partnering opportunities with clients to deliver expedient and cost effective solutions to address more advanced formulation product development needs. Collectively the two Directors (Huw Jones and Nazim Kanji) have over 40 years' experience in working for large Pharma, and Healthcare organisations

# Partner Profile



## **Design Cognition Limited**

Design Cognition develop graphic & structural packaging solutions and undertake packaging project management, consultancy & training. Collectively they have over 60 years packaging design & development experience. They have been involved in a number of high-profile international brand launches for a broad spectrum of clients ranging from lone-entrepreneurs to £multi-million global 'blue-chip' companies.

Their work has included everything from initial idea concepts through to product launch, working at the 'coal-face', developing 'world class' healthcare branding and packaging solutions in varying and innovative formats. They operate across a range of sectors from pharmaceutical (Rx, OTC, GSL & Medical Devices) and healthcare to personal care.

They have an extensive knowledge and hands-on experience of a wide range of packaging materials, components, principles and processes - which means that they provide choice & they design packaging and products that can be manufactured cost effectively.

So they are well positioned to advise on a wide range of areas including design, global sourcing, structural integrity & testing, packaging legislation and new technologies & innovation. They pride themselves in a perfect balance between innovative, creative flair and technical pragmatism.

# Partner Profile



## **Insight Clinical Consulting Limited**

Founded in 2005, Insight Clinical Consulting Ltd (ICC) provides clinical research services with particular expertise in pharmacy studies.

Key areas of expertise include proof of concept and early stage feasibility studies for consumer products including medical devices, the generation of product development strategies for new OTC licence and switch applications, protocol development, initiation and management of all phases of clinical trials (including Pharmacy studies, Claims Support trials and bioequivalence studies) and medical writing.

With extensive experience of working with marketing departments to deliver appropriate messages to target consumers, ICC offers a blend of clinical research expertise with commercial understanding.

# Partner Profile



## **NPD Works Limited.**

Dedicated to maximising return on new product development investment through their consulting, project management, technology sourcing and licensing functions.

Founded in 2006, NPD Works has rapidly developed a significant presence in the OTC industry, ranging from strategic relationships with global multinationals through to discrete project work with local niche players.

Our burgeoning reputation in the industry is built on four cornerstones:

**Focus** – NPD Works only operates in consumer healthcare

**Expertise** – NPD Works and its associates all have long experience and proven track records in consumer healthcare

**Rigour** – When we commit to a project we commit fully. We deliver what we said, when we said.

**Discretion** - We only discuss who we work for as a project requires, and only under CDA.



# Partner Profile



## **UKR Limited.**

Founded in 2001, UKR Regulatory Affairs Limited was set up to be a strategic regulatory affairs consultancy with the emphasis being on maximising the clients product offering and leading them through the regulatory maze.

We specialise in all aspects of drug lifecycle management from initial submission through to marketing activities. We are also experienced in Medical device and borderline product strategy.

UKR has a broad range of connections within the EU enabling projects to be handled swiftly and effectively in those countries. Access to opinion leaders and excellent relationships with health authorities.