



Where innovation meets adoption.



Litmys' RAMPx™ Model

Realistic Assessment of Market Potential

Regulatory approval of life sciences products means little if payers, physicians, and patients don't adopt and use them. Approval doesn't guarantee commercial success.

Litmys' proprietary RAMPx model tests new product differentiation against real-world adoption drivers. It's a quantitative, 360° framework that consists of 12 factors that measure how compelling a product's value proposition is versus the standard of care.

RAMPx helps life sciences companies focus on what to prove, fix, or communicate in product development and commercialization.

Who RAMPx Supports

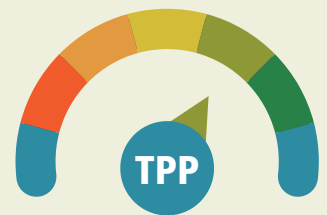
- Pharmaceutical, biotech, and medical device companies developing or launching new products
- Investors and boards needing objective, evidence-based commercial viability assessments

New Product Development is Challenging

- Payers demand real world evidence before reimbursement
- Almost 80% of U.S. physicians are now employees under pressure to maximize patient volume
- Half of physicians won't see pharmaceutical sales reps
- One-third of U.S. physicians have been sued for malpractice, driving risk aversion to new products

What RAMPx Does

- Quantifies adoption potential across 12 validated real-world drivers
- Identifies where differentiation and adoption gaps exist, and what to course-correct before a Phase 3 clinical trial
- Aligns clinical design with real-world adoption readiness
- Provides an Adoption Readiness Score to guide decision-making
- Grounds future revenue assumptions with real-world adoption barriers
- Prioritizes resources by allowing companies to focus on products and indications with the highest probability of success



Find out your
**Adoption
Readiness
Score**

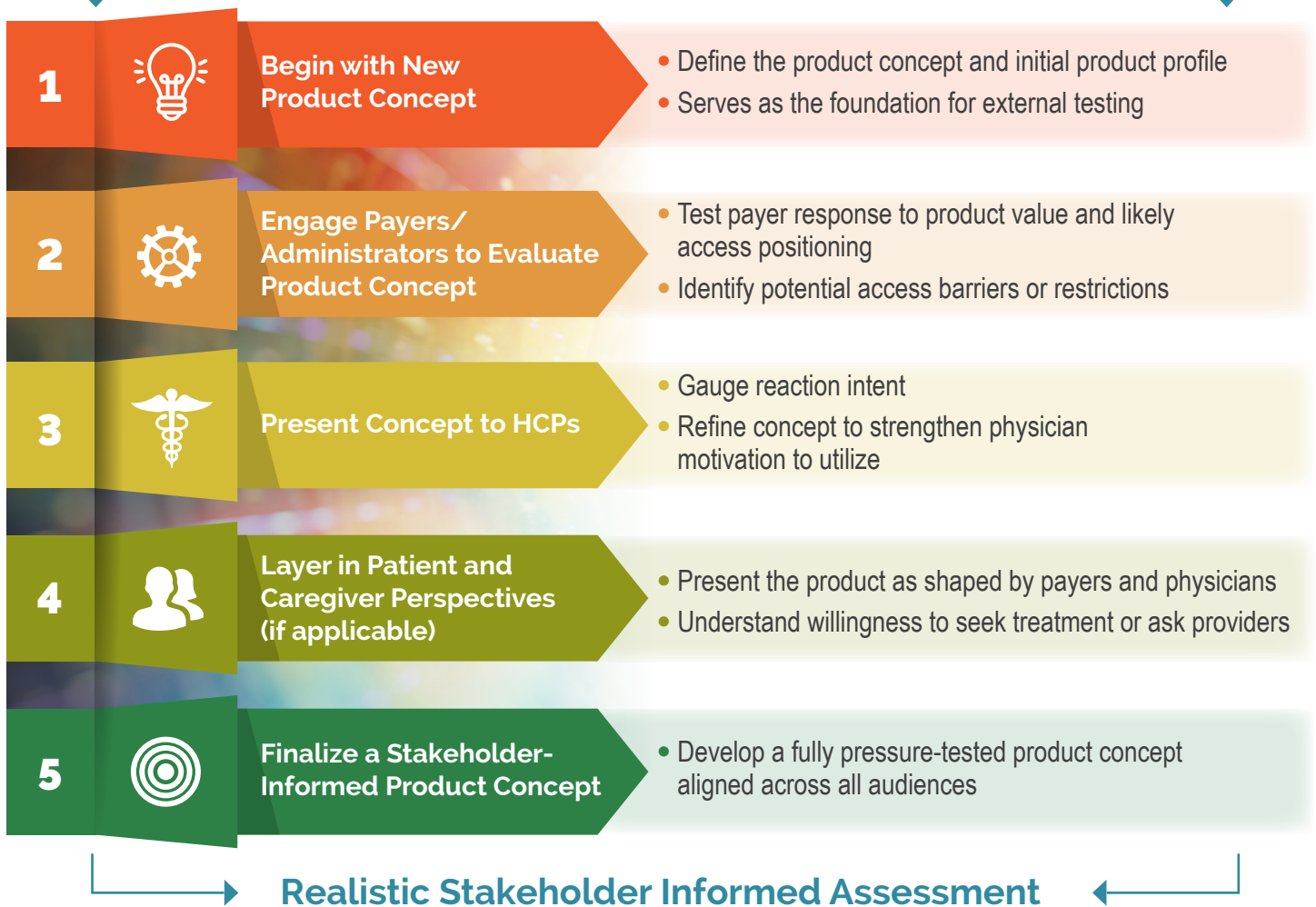
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The Typical RAMPx™ Process



"Demonstrating the value of new therapies requires strategic insight into clinical impact, adoption, and economics. Litmys' RAMPx model delivers this focus, aligning innovation with stakeholder priorities." – Chief Medical and Scientific Officer, Global CRO

Why RAMPx Matters

- ✓ Differentiated
- ✓ Tested
- ✓ Proven Approach
- ✓ Prescient

The RAMPx Model's Comparative Product Performance Analysis Includes

- Stakeholder-specific TPP ratings vs. Standard of Care
- A comparative rating framework
- Relative factor importance
- Strength of value proposition scoring
- Better alignment between clinical outcomes and commercial needs

Discover how Litmys' RAMPx model can help you make accurate product development and portfolio decisions, build defensible forecasts, and succeed in a crowded, competitive market.

RAMPx™

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