



In Vivo

Pharma intelligence | informa

The Gold Standard in Life Sciences Strategic Insight Strategy. Insights. Trends.

Biopharma. Medtech. Diagnostics.

In Vivo is the premiere resource for life sciences business strategy, covering the biopharma, medtech, and diagnostics industries in one authoritative package. With a unique understanding of the forces shaping global healthcare, In Vivo delivers the “so what” underpinning industry events, so you can make proactive, rather than reactive business decisions, broker deals with confidence, and identify opportunities your competitors might miss.

In Vivo brings you insider interviews with top industry executives, and thought provoking features that help you anticipate future industry trends and keep abreast on the latest in dealmaking, marketing, R&D, regulatory and finance strategies.

If you are a senior business strategist or a top industry executive needing to make sense of the rapidly changing healthcare environment – **you need In Vivo.**



GLOBAL CONTENT FROM TRUSTED EXPERTS

In Vivo's global editorial team provides in-depth analysis and opinion of the events that matter to industry leaders. Sources and readers alike trust our coverage as independent, thorough and objective, thanks to our 35-year track record of excellence.



INSIGHT BEYOND THE HEADLINES

In Vivo does much more than just keep you up to date. By focusing on what's behind the headlines and soundbites – we unravel the strategic implications of global industry news – so you can see what developments actually mean for your business.



UNPARALLELED ACCESS TO DATA AND DECISION-MAKERS

Our award-winning analysis is supplemented with best-in class proprietary data from across the Informa Pharma Intelligence product portfolio, and we tap into an impressive network of key decision makers and industry leaders.



POWERFUL DIGITAL PLATFORM

In Vivo content posts continually on a new user-friendly, digital platform that is responsive to any mobile device and includes a robust, boolean search and the ability to create custom, fully-responsive email alerts.

KEY AREAS OF COVERAGE

Growth: What are your competitors' strategies for growing their business?

Innovation: Key new technologies and business models and their implications for your firm

Leadership: Exclusive interviews with top industry executives and analysts

Market Access: How to get your products to market with the right price and payer buy-in

Market Intelligence: We scour the data and reveal the numbers that will help you make the best decisions

RECURRING FEATURES

Execs on the Move | Deals Round-up | Deals in Depth | Deals of the Month | Biopharma & Medtech Quarterly Dealmaking Stats

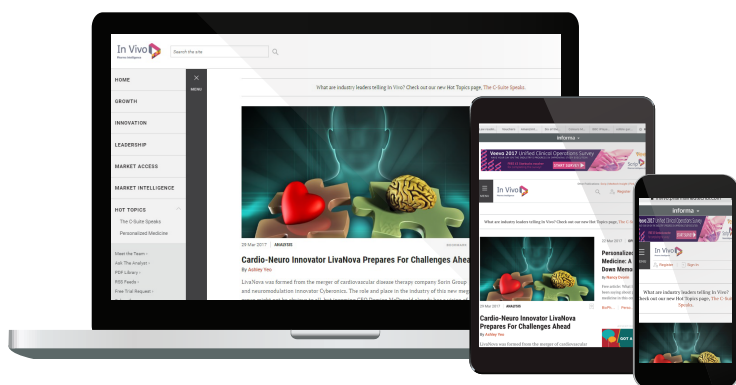
PLUS

- **Hot Topics Pages**, such as Personalized Medicine, The C-Suite Speaks, and others
- **Ask the Analyst** - Exclusive service where our clients can ask our expert journalists and analysts questions about any of our news stories, data and analysis when they need additional information
- **Monthly PDF Archive**

INVALUABLE INSIGHTS TO HELP :

- **Anticipate industry trends**
- **Understand** what's happening beyond your areas of expertise
- **Identify risks & opportunities** presented by disruptive innovation (new technologies, business models, deal structures, leadership styles)

LEADING INDUSTRY INSIGHT ON A LEADING INDUSTRY PLATFORM



Video, audio, and proprietary data sets bring our articles and analyses to life.



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