



ASCENDO

SANIDAD&FARMA



CONNECTING THE **HEALTH** SECTOR

SANIDAD & FARMA



CONTENTS >>

- 1 ABOUT US
- 2 VALUE PROPOSITION
- 3 MANAGEMENT TEAM
- 4 ACTIVITY



About us



Ascendo Consulting is a **strategy** and **operations** consulting firm specializing in the health sector, founded in 2014 and based in Madrid.

Ascendo Consulting **stands out for** its involvement and commitment to quality and excellence in the service offered to its customers, qualities which are guaranteed by the solid and wide-ranging professional experience of its team in the health sector, both inside and outside the scope of their consulting tasks.

Its **mission** is to guarantee the best service and offer comprehensive solutions to the customers needs, in an increasingly competitive and interconnected environment.

Its **activities** include providing consulting and advisory services and the preparation of reports on the life and social sciences sectors, including the management, promotion, marketing, development and implementation of research and innovation products.

The **portfolio** of **services** at Ascendo Consulting covers the needs of all stakeholders in the value chain of the health sector, offering tailor-made solutions in the areas of healthcare, pharmaceutical industry, and health R&D and innovation.



The keys to positioning and differentiation that determine our competitive advantage in the market are based on the ability to identify, understand and meet our customers' challenges, our ability to offer comprehensive advice thanks to a multidisciplinary team with a broad view of the sector and recognized expertise in creating value aimed at satisfying people's need, our guarantee of operational efficiency, high performance and innovative approach, and our positioning to connect the growth opportunities of various operators in the health sector; contributing to sustainable development and improved efficiency within the sector.





ASCENDO
SANIDAD&FARMA



value proposition



A CONSULTING FIRM 100% DEDICATED TO THE **HEALTH SECTOR**

A global 360° vision of the sector. Sectorial expertise.

WE PROVIDE **STRATEGIC, ORGANISATIONAL** AND **OPERATIONAL** CONSULTING SERVICES

Supporting our customers in planning, designing and implementing the changes necessary for achieving success.

A **MULTIDISCIPLINARY** TEAM OF PROFESSIONALS WITH EXPERIENCE IN DIFFERENT AREAS OF THE **HEALTH SECTOR**

Multidisciplinary team with extensive experience in the health sector.

WE BELIEVE THAT **COLLABORATION** WITHIN THE SECTOR IS CRUCIAL

Our commitment is to contribute towards generating ties that contribute to improving the health sector.

WE LOOK AFTER **RELATIONSHIPS**

Taking care of our team is important to us and is ultimately reflected in the quality of our work. We greatly value the trust placed in us by our customers.

Tailored customer care and attention to detail form part of our identity.





management team



One of the key factors of success is the commitment of the team to satisfying customers' need throughout the health sector value chain, accompanying them on their path to professional success.

This commitment to quality is based on the sound experience and broad expertise of the team in all aspects of the health sector: healthcare, pharmaceutical industry, healthcare technology, biotechnology, R&D and innovation.

AND BASED ON A TEAM OF CONSULTANTS SPECIALISED
IN HEALTH, PHARMACEUTICALS AND HEALTH
TECHNOLOGIES



Manuel Carrasco Mallén
[Partner at Ascendo](#)

Bachelor of Medicine and Surgery, Specialist in Preventive Medicine and Public health, Specialist in Occupational Medicine, Master's Degree in Public Health, Master's Degree in Economics And Management MBA (IESE), Diploma in European Communities.

Since 2005 he has led numerous consulting projects in the health sector, as director of *Mensor Consultoría y Estrategia* and since 2011 as Director of the Healthcare and Pharma Department, as Head of Department since late-2013.

Previously, he held various positions in Public Administration, as Director of the Healthcare Research Fund (*FIS-Fondo de Investigación Sanitaria*) at the *Instituto de Salud Carlos III* from 2000 to 2005.



MAIN AREAS OF COMPETENCE

- . Designing Health Plans.
- . Design and development of plans for improving the organisation and structure of the healthcare system
- . Driving and Managing Change healthcare environments.
- . Design and development of public policies
- . Health planning and administration.
- . Design, development and management of functional plans.
- . Design and development of scientific policies
- . Design, development, management and execution of health cooperation programs.
- . Management of European projects and programs in the field of Health and science policy.
- . Design and development of training plans in health management and knowledge management.
- . Management of Health Institutions.

2013 - 2014 Leader of Health, Pharma, Health Technologies and R&D of PwC.

2011 - 2013 Director of the Department of Health, Pharma and R&D of PwC

2008 - 2011 CEO of *Mensor Consultoría y Estrategia*.

2005 - 2010 Director-Partner of R&D, Biotechnology, and Pharmaceutical Industry of Mensor Servicios de Salud.

2000 - 2005 Director of the FIS (Fondo de Investigación Sanitaria).

1996 - 2000 Technical Secretary of Instituto de Salud Carlos III.

1995 - 1996 Deputy General Director of Instituto de Salud Carlos III.

1990 - 1995 Technical Consultant to the Department of Human Resources, Ministry of Health and Consumer Affairs.

1988 - 1990 General Coordinator of Spanish Technical Cooperation in Panama.

1987 - 1988 Director-General of Health of La Rioja.

1987 Head of International Technical Cooperation Programs of the Ministry of Health and Consumer Affairs.

1985 - 1986 Coordinator of the Spanish Health and Technical Cooperation area with Equatorial Guinea. .

1983 - 1985 Provincial Director of the Ministry of Health and Consumer Affairs in Ceuta.



Dolores Mateos-Aparicio
Partner at Ascendo

Bachelor's degree in Biochemistry and Molecular Biology, and Control, School, Executive Master in Financial Management Management Development Program (IESE Business Universidad de Navarra) and Postgraduate Degree in Corporate Finance and Private Equity Program. International Faculty for Executives.

At the start of her professional career and since 2008 she has worked in health sector consultancy, as Director at Sullivan Advisory Group, Director of Biotechnology and Pharmacy at Antares Consulting, and Senior Manager of the Health, Pharma, Healthcare Technology and R&D team of PwC.

In addition, she has held different positions in the pharmaceutical industry, as Controller at Zeneca Farma from 1991 to 2000 and Head of Business Planning and Controlling in Astrazeneca Farmacéutica from 2000 to 2008.



MAIN AREAS OF COMPETENCE

- . Studies on Health Care and improvement models for different diseases.
- . Knowledge and dissemination of innovative pharmaceutical policies in the European context.
- . Preparation of value Dossiers (on companies, medicines and healthcare products).
- . Costs studies of pathologies.
- . Improvement of internal efficiency, identification/implementation of best practices and innovation.
- . Strategic, operational, and organisational planning.
- . Design and development of corporate management models and scorecards.
- . Design and implementation of IT tools.
- . Management of Health Institutions.

2011 - 2014 Senior Manager of Health and Pharma at PwC.

2010 - 2011 Director of Biotechnology and Pharmacy at Antares Consulting.

2008 - 2010 Director of Consulting at Sullivan Advisory Group.

2000 - 2008 Head of Business Planning and Controlling in Astrazeneca Farmacéutica

1991 - 2000 Controller in Zeneca Pharma Spain.

1988 - 1991 Senior Consultant and Project Leader at Andersen Consulting (now Accenture).

1985 - 1988 Research fellow at the Severo Ochoa Molecular Biology Centre.



Marta Salinas La Rosa
Manager at Ascendo

Bachelor's Degree in Biological Sciences. Specializing in Biochemistry and Molecular Biology, PhD in Sciences from the Faculty of Medicine of *Universidad Autónoma de Madrid*.

She began her professional career as a research fellow at the Department of Biochemistry of the Faculty of Medicine of the *Universidad Autónoma de Madrid*, where she subsequently conducted research and teaching activities as a pre- and post-doctoral researcher.

Since 2005 she has developed his professional career in the field of consultancy specializing in healthcare, pharma and R&D, initially in *Mensor Consultoría y Estrategia* and subsequently at PwC, where she was a manager from 2012, participating in projects of strategic, organizational and operational planning in the field of public and private health, pharmaceutical companies, and R&D centers and institutions.



MAIN AREAS OF COMPETENCE

- . Strategic, operational, and organizational planning in healthcare environments.
- . Improvement of internal efficiency, identification/implementation of best practices and innovation.
- . Development of healthcare research policies
- . Development of organizational improvement plans.
- . Strategic advice to public and private institutions in the health sector.
- . Design of Business Plans and Market Studies.
- . Preparation of Functional Plans for health and research centers.
- . Support in the creation and accreditation of Healthcare Research Institutes.
- . Support for in preparing R&D aid applications.
- . Studies on approaches to pathologies.

2012 - 2014 Manager of Health, Pharma, and R&D of PwC.

2011 - 2012 Senior Consultant of Health, Pharma, and R&D of PwC.

2006 - 2011 Senior Consultant at *Mensor Consultoría y Estrategia. Mensor Servicios de Salud.*

2005 - 2006 Consultant at *Mensor Consultoría y Estrategia. Mensor Servicios de Salud.*

2002-2005 Post-doctoral researcher at the Centre for Biomedical Research - Department of Biochemistry.

Faculty of Medicine of the *Universidad Autónoma of Madrid (UAM).*

1999 - 2005 Post-doctoral researcher at the Centre for Biomedical Research - Department of Biochemistry. Faculty of Medicine, UAM.

1997 - 1998 Research fellow at the Biological Sciences Faculty. Department of General Biology of the UAM.



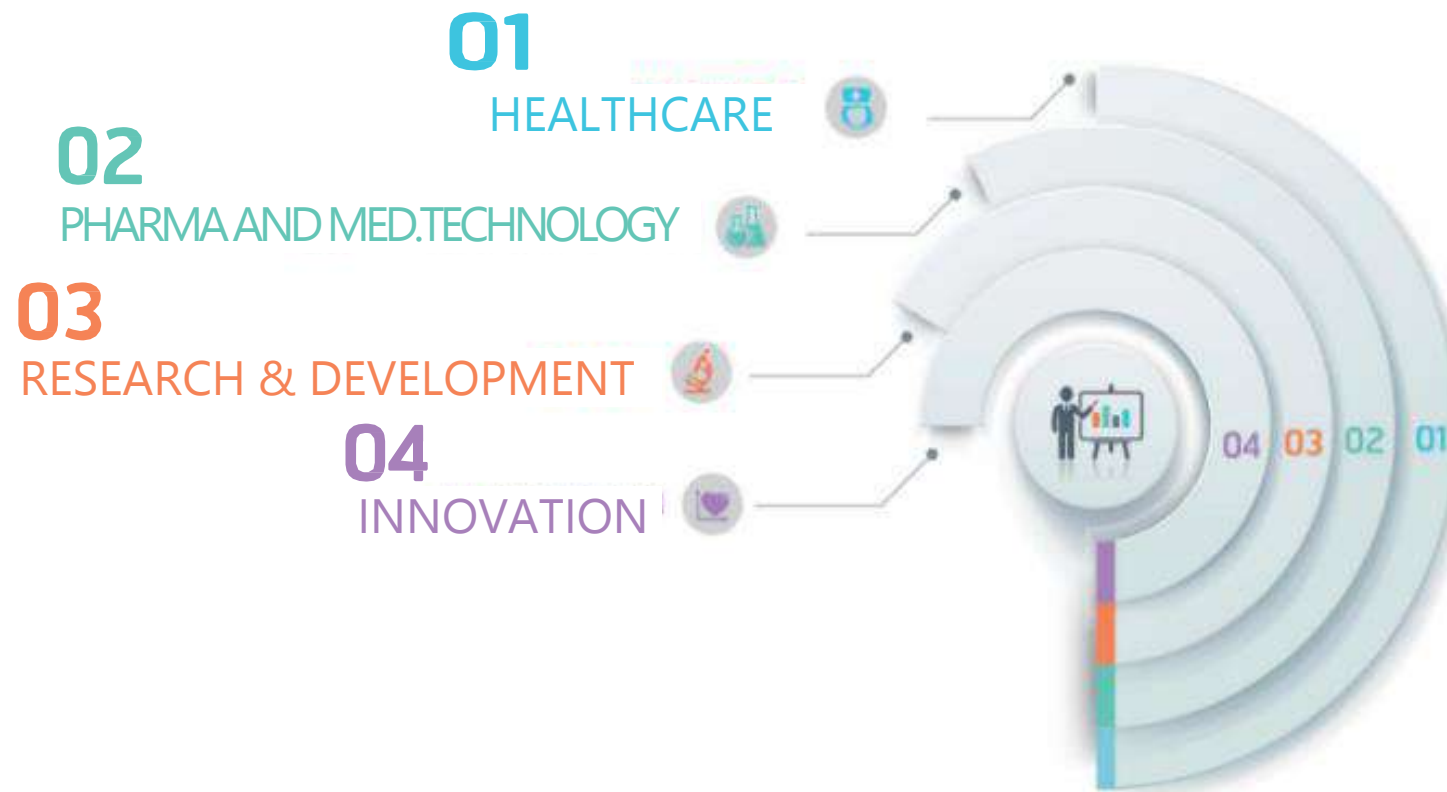
ASCENDO
SANIDAD&FARMA



activities



The activities of Ascendo Consulting include providing consulting and advisory services and the preparation of reports on the life and social sciences sectors, including the management, promotion, marketing, development and implementation of research and innovation products. These activities are organized in four business areas:





01

HEALTHCARE

WE DEVELOP PROJECTS THAT MEET THE NEEDS OF THE
HEALTHCARE SECTOR

- Strategy
- Organization and processes
- Cost studies
- Health Studies, Clinical Practice and Patient Care
- Care processes and quality accreditation systems of clinical units
- Humanization
- White Papers and sectoral studies
- COVID-19
- Next Generation projects
- Creation of Technology-Based Enterprises
- Social and health area
- Private equity: due diligence



02

PHARMA AND MED. TECHNOLOGY

WE DEVELOP PROJECTS THAT NEEDS OF THE MEET
PHARMACEUTICAL

- Strategy.
- Organization and processes.
- Market access.
- Optimizing commercial actions.
- Health Projects.
- Value Dossiers.
- Know-how and Training.
- Support for Management of internal projects.
- Competency Models.



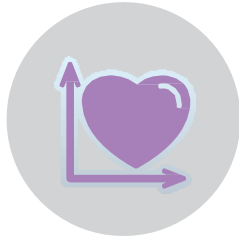


03

RESEARCH & DEVELOPMENT

WE FAVOUR TRANSLATIONAL RESEARCH

- Strategic planning and prioritization.
- Organization and processes.
- Support to management.
- Functional planning and facilities design
- Advice on the incorporation, planning and operation of
- Foundations/Associations, networks.
- Support in quality certification processes.
- Support for the generation of alliances and partnerships.
- Support in applying for aid and subsidies.
- Appraisal of results, performance and productivity.
- Preparation of Activity Reports.
- Design of professional career models and incentives systems



04 INNOVATION

WE DEVELOP PROJECTS THAT COVER THE HEALTH
SECTOR'S INNOVATION NEEDS

- Strategic planning of innovation activities
- Design and creation of Technology-Based Companies
- Design of innovation support programs
- Support for preparing innovation promotion programs.
- Product and dossier assessment reports.
- Product development plans.
- Support for identifying collaboration opportunities.



COLLABORATIONS



- Universidad Francisco de Vitoria.
- Plataforma del ISCIII. ITEMAS es una plataforma del Instituto de Salud Carlos III (ISCIII) de apoyo a la I+D+i en Biomedicina y Ciencias de la Salud.
- Universidad Carlos III de Madrid.
- Red de Entidades Gestoras de Investigación Clínica (REGIC).
- Madrid Foro Empresarial.
- Ciencia en el parlamento.
- Universidad San Pablo CEU.
- Universidad de Navarra.



