

Identify where your product story breaks before scrutiny exposes it.

A structured assessment of alignment across regulatory, medical, access, commercial, and investor narratives.



The Problem

Life science programmes rarely fail because of weak science. They fail because narrative, evidence, and strategy drift apart under pressure.

As development progresses, functions specialise. Regulatory, medical, market access, commercial, and investor conversations evolve in parallel – often without a single, disciplined product truth holding them together.

That drift is rarely visible internally – until it is tested externally.

Under scrutiny, that drift becomes exposed.



Regulatory claims do not fully align with underlying evidence



Medical interpretation diverges from commercial positioning



Value is inconsistently articulated to payers



Investor narratives diverge from clinical and access realities

What the Audit Does

The Narrative Integrity Audit™ provides a structured, senior-led assessment of how your product story holds together under real-world scrutiny.

We evaluate alignment across five decision lenses:



Regulatory



Medical



Market Access



Commercial



Capital

This is not a document review.

It is an assessment of whether your product story holds under pressure.



What We Assess

- ✓ Alignment between evidence, claims, and positioning
- ✓ Consistency across key materials and stakeholders
- ✓ Strength and clarity of value articulation
- ✓ Exposure under regulator, HTA, and investor scrutiny
- ✓ Early signs of narrative drift across functions

What You Receive

- ✓ Narrative alignment map across all five lenses
- ✓ Clear identification of risks, gaps, and inconsistencies
- ✓ Prioritised actions to restore coherence
- ✓ Senior recommendation on next steps
- ✓ Reduced risk of misalignment at critical decision points (regulatory, HTA, and investor interactions)

Delivered as a concise, decision-ready output for leadership teams.



Engagement Model

A fixed-scope diagnostic engagement designed to provide clarity quickly.



**No long-term
commitment**



**No unnecessary
process**



**Direct senior
involvement throughout**

Amodaia exists to maintain one coherent, defensible product truth across regulatory, medical, access, commercial, and capital decisions.

Request Your Narrative Integrity Audit™



hello@amodaia.com



www.amodaia.com



+44 1772 846 112

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