

## CASE STUDY



### Phase

Pre-launch



### Therapy Area

Hepatology  
Gastroenterology



### Methodology

Global Quantitative  
Qualitative

# Assessing treater demand and treatment perceptions for positioning a future treatment in the global market



## THE CHALLENGE

Client had a **new asset with potential to be the first therapy** approved in an indication that had no available treatments prior to a transplant. To develop an informed and solid global commercial launch strategy, the team needed to inform and **update current inputs to the demand forecast** and **identify new inputs and assumptions** to further refine the forecast. Simultaneously, there was a need to **understand competitor impact** and perceptions of future therapies entering the market.

This comprehensive assessment would help **estimate demand among distinct patient types** and identify nuances across HCP specialties and markets to inform brand strategy.

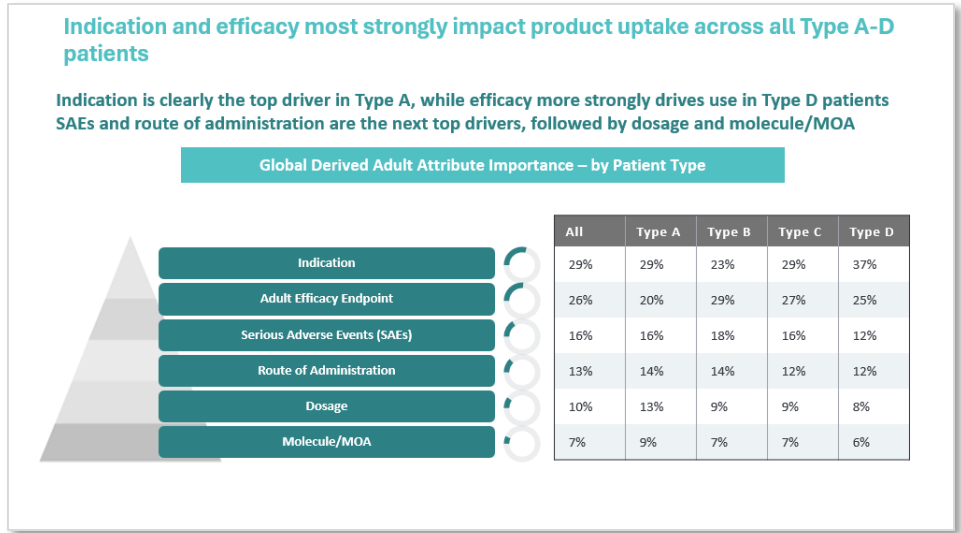
## OUR APPROACH

- **Global quantitative research** across 7 markets, US, EU5, and Brazil, generated an **accurate view of preference share** and the **drivers of demand** compared to **competitive treatments**, as well as **patient types** best suited for the treatment
- **Qualitative interviews** helped gain a deeper understanding of the **rationale for use**, what **clinical endpoints or patient outcomes** were of interest, and **impacts on diagnosis rates**

## THE IMPACT

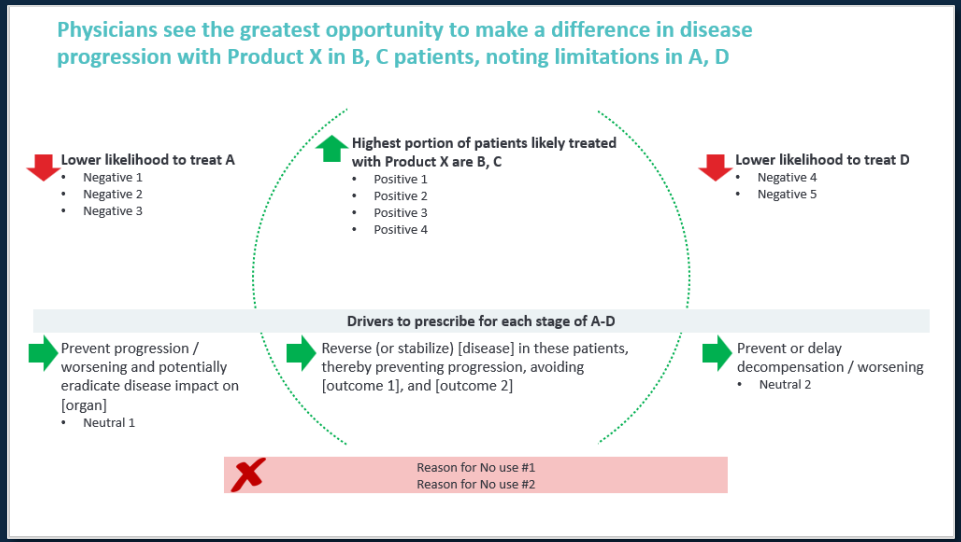
- **Synthesized insights across methods** related to the TPPs **provided critical direction** in improving the **strength** of the TPP and **acceptance** of the future treatment
- Insights on patient types and rationale for use provided **critical direction for launch planning** and served as the basis for **effective communication strategies**
- **Additional global markets (TR, AUS, AR, UAE) requested similar assessments** for their markets

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### Key Findings - Adults

Adult TPP	Quant survey findings	Qual learnings
Indication	• Finding 1	<ul style="list-style-type: none"> <li>Learning 1</li> <li>Learning 2</li> </ul>
Adult Efficacy Endpoint	<ul style="list-style-type: none"> <li>Finding 2</li> <li>Finding 3</li> </ul>	<ul style="list-style-type: none"> <li>Learning 3</li> <li>Learning 4</li> <li>Learning 5</li> </ul>
SAE's	• Finding 4	• Learning 6
Route of administration	• Finding 5	<ul style="list-style-type: none"> <li>Learning 7</li> <li>Learning 8</li> </ul>
Dosage	• Finding 6	
Molecule/MOA	• Finding 7	• Learning 9



### Details on trial design, particularly sample size, are needed to cement believability

Quant findings showed lower scores for believability, especially in the EU

#### Reasons for skepticism

- Reason 1
  - details
- Reason 2
  - details

#### Need for additional clarity

- Need 1
- Need 2
- Need 3
- Need 4
- Need 5
- Need 6

*HCP quote from Qual – US, Adult*

*HCP quote from Qual – UK, Adult*

\*Most limiting in US, UK