

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.

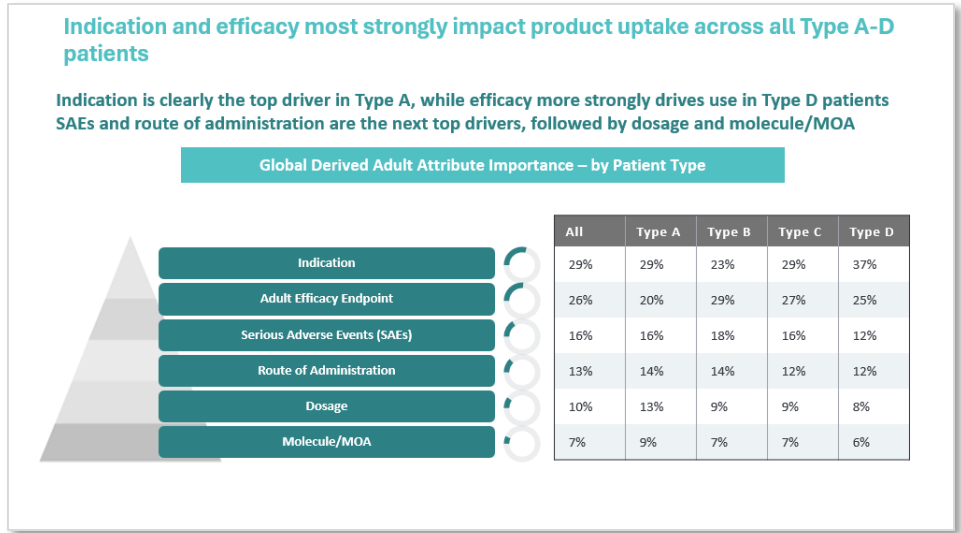
OUR APPROACH

- **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

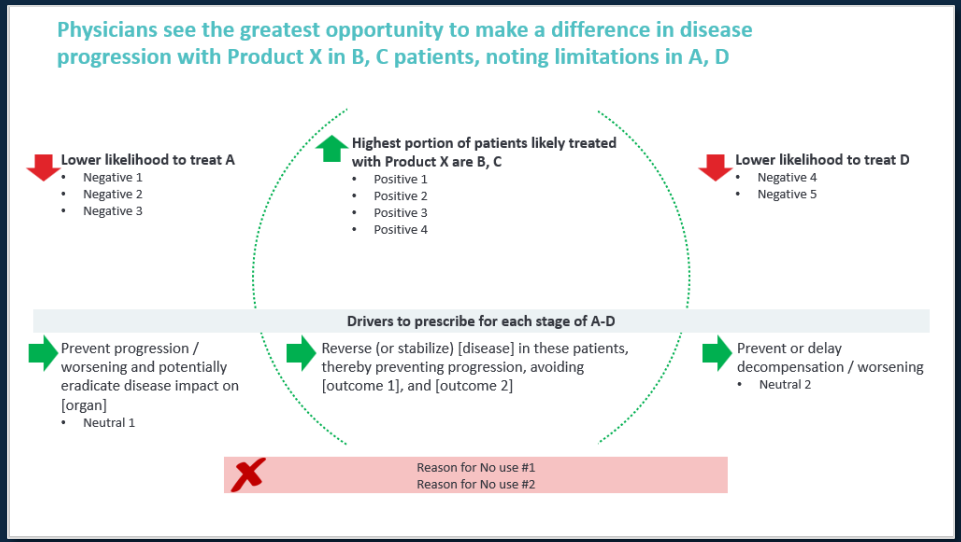
- **Synthesized insights across methods** related to the TPPs **provided critical direction** in improving the **strength** of the TPP and **acceptance** of the future treatment
- Insights on patient types and rationale for use provided **critical direction for launch planning** and served as the basis 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"> Learning 1 Learning 2
Adult Efficacy Endpoint	<ul style="list-style-type: none"> Finding 2 Finding 3 	<ul style="list-style-type: none"> Learning 3 Learning 4 Learning 5
SAE's	• Finding 4	• Learning 6
Route of administration	• Finding 5	<ul style="list-style-type: none"> Learning 7 Learning 8
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

HCP quote from Qual – US, Adult

Need for additional clarity

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

HCP quote from Qual – UK, Adult

*Most limiting in US, UK