Global/regional/country-specific patient segmentation modelling
Asset valuation for novel clinical positioning within an existing autoimmune disease

CLIENT NEED
EMEA BD team needed assistance to identify potential eligible patient population with a novel clinical profile within an established autoimmune disease.

OUR APPROACH
• Identified and determined product proposition and fit within the disease landscape (e.g. second line, refractory patients, etc.) with medical team
• Assessed current disease segmentation to select starting population
• Conducted systematic literature review and identification of surrogate markers for re-segmentation (since clinical trial end-points were not reported in patient-reported literature)
• Finalized surrogate measures with medical team

OUTCOMES & VALUE
• Delivered holistic analysis of patient treatment landscape
• Provided data-driven patient population estimates ratified by internal medical team.
• Generated alternative population re-segmentations based on different surrogates to reach consensus range for likely eligible population for treatment with new product
• Enhanced business case forecasting, accelerating and focusing in-licensing activities.

SAMPLE DELIVERABLES