

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

