

Market sizing & unmet need identification

Find unmet clinical needs and track competitor activity



CLIENT NEED

Major Japanese pharma Corporate Planning group sought insights into unmet needs and how these are set to evolve for a range of focus indications.



OUR APPROACH

- Constructed treatment paradigms for each indication, highlighting key unmet needs
- Incorporated wide ranging data from Evaluate Pharma and external sources
- Mapped pipeline and clinical trial data into the indication treatment schemas to identify needs that may be addressed in the near, mid, and long term based on evolution of treatment algorithms



OUTCOMES & VALUE

- Provided a holistic clinical and commercial assessment of the pipeline and evolving needs within specific indications
- Delivered a report which compared indications based on relative attractiveness, with underlying profiles
- Furnished analysis that helped determined portfolio strategy and influenced decision-making by giving the planning group a focused view of priorities and pipeline potential



SAMPLE DELIVERABLES

