Indication sizing, scoring & prioritization

Get early and independent verification of target indication selections

CLIENT NEED

Mid-size Japanese pharma product strategy group needed an external view to validate selection of the target indication for an early-stage pipeline program.

OUR APPROACH

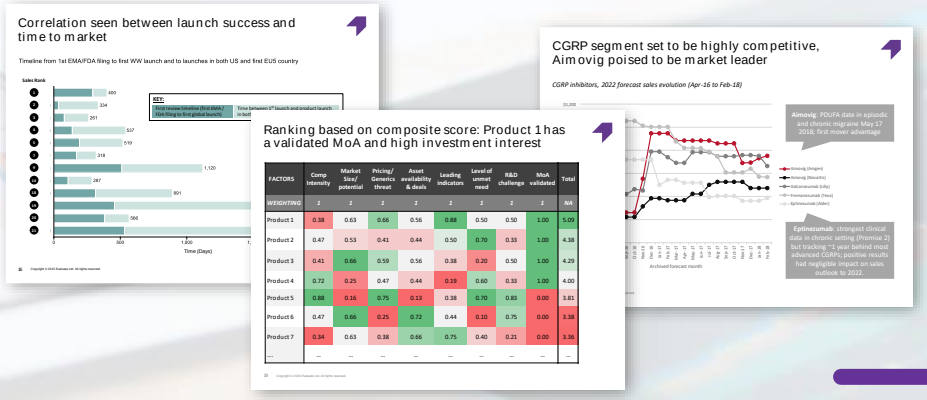
- Designed key Fundamentals Framework (inc. unmet need, clinical development challenge, commercial potential, competitive intensity, etc.) for a specified set of indications
- Created scoring matrix to rank the indications based on overall attractiveness, which was populated with Evaluate Pharma plus secondary research

1 2 4 3

OUTCOMES & VALUE

- Delivered a detailed report including results and underlying data models with granular indication profile sections
- Provided clear assumptions to help validate or challenge selection of the target indication for a priority program
- Furnished the analysis, which client was able to use to independently verify internal opinions and confidently set out their strategic plan accordingly

SAMPLE DELIVERABLES



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