

# 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



### 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

Correlation seen between launch success and time to market

Timeline from 1st EMA/ FDA filing to first NIV launch and to launches in both US and first EU27 country

CGRP segment set to be highly competitive, Aimovig poised to be market leader

CGRP inhibitors, 2022 forecast sales evolution (Apr-16 to Feb-18)

Ranking based on composite score: Product 1 has a validated MoA and high investment interest

FACTORS	Comp. intensity	Market size/ potential	Pricing/ Genetic/ Access	Asset availability & data	Scientific evidence	Level of unmet need	R&D challenge	MoA validated	Total
Product 1	0.38	0.63	0.66	0.56	0.88	0.50	0.50	1.00	5.65
Product 2	0.47	0.53	0.41	0.44	0.50	0.70	0.33	1.00	4.38
Product 3	0.41	0.66	0.59	0.56	0.38	0.20	0.50	1.00	4.29
Product 4	0.72	0.25	0.47	0.44	0.29	0.60	0.33	1.00	4.00
Product 5	0.88	0.16	0.75	0.13	0.38	0.70	0.83	0.00	3.81
Product 6	0.47	0.66	0.23	0.72	0.44	0.80	0.75	0.00	3.34
Product 7	0.34	0.63	0.38	0.66	0.75	0.40	0.21	0.00	3.26

Aiming: PDUFA date in epidemic and forecasted release May 17 2022, first market advantage

Epileptomab: strongest clinical data in chronic setting (Phase 2) but tracking 1-1 year behind most advanced leading pipeline molecule. Had negligible impact on sales outlook Q4 2022.

