

Product targeting & development strategy assessment

Pan-tumor portfolio valuation of assets targeting a novel mutation marker



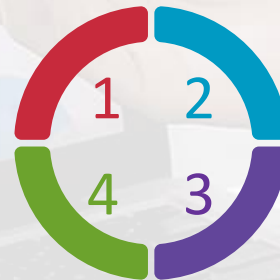
CLIENT NEED

US executive team needed assistance to forecast their portfolio of assets targeting a novel mutation marker across 25 cancer indications, and help to quantify and understand the treatment landscape.



OUR APPROACH

- Determined parameters of the required valuation model
- Conducted analysis and research of the literature to identify 25 tumors
- Identified incident patient populations by tumor and stage extracted from epidemiology data, and applied biomarker expression rates from segment populations to those eligible for targeted treatment
- Developed disease algorithms for each tumor along with patient flow models to generate patients eligible for treatment (including progressing from earlier stages/therapy)



OUTCOMES & VALUE

- Provided patient flows aggregated into a single master model
- Built out product launch parameters, assumptions and scenarios to provide a set of tools, algorithms and analyses to drive business case development and secure funding
- Delivered solution enabling the Board to secure funding and optimise future development of the portfolio



SAMPLE DELIVERABLES

