

# Oncology patient dynamic flow modelling

## Patient centered global forecast models for oncology and rare-diseases

### CLIENT NEED

Post acquisition by a major pharma group, a UK-based small pharma required epidemiology and flow modelling to provide high level analysis for two products.

### OUR APPROACH

- Established knowledge gaps, possible forecast necessity and market analysis with client
- Addressed two business gaps: 1) oncology had known model idea and flow but rare-disease had little known epidemiology bar historical sales 2) client had limited insights into the rare-disease landscape with some historical data and only current standard of care
- Both models required a global scale as well as a central readout document. Patients prevalent, incident, revenue, sales and market share were required for every model

### OUTCOMES & VALUE

- Conducted deep systematic literature review to uncover all relevant information, including ranking according to checklist criteria
- Developed large-scale meta-analysis, providing performance projections for key markets
- Created accurate flow modelling to identify production and sales for future years
- Delivered insight gave client confidence in future potential

### SAMPLE DELIVERABLES

