

Market sizing & unmet need identification

Disease-cluster quantification to support product development

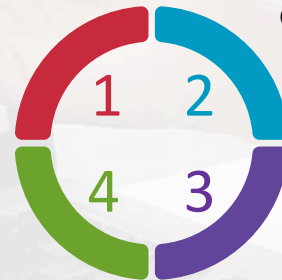


CLIENT NEED

EMEA therapy area team needed assistance to quantify a target indication population cluster defined on presentation of clinical symptoms.

OUR APPROACH

- Worked with client and therapy area medical team to layout specific clinical and diagnostic parameters for patient identification
- Identified key diseases contributing to the symptom cluster
- Extracted diseases from epidemiology data (where available)
- Identified and added other quantifiable diseases and etiologies with significant contribution



OUTCOMES & VALUE

- Completed aggregation of contributing conditions, scaled up for those missing conditions that lacked clinical definition
- Conducted in-depth analysis of the overall condition and each contributing etiology
- Collaborated with client medical teams, enabling them to refine target populations and guide trial design
- Provided defined ranges and forecast parameters, which informed and significantly enhanced commercial planning



SAMPLE DELIVERABLES

