

NDA: Forecast Refinements

For more details on our approach to this project, including a specific example, please contact us!
Call (888) 947-2339 or email Case_Study@wwmr.com

Forecast Refinements

Challenge

Scenario	Pharmaceutical company needed to forecast the US market opportunity for their product for hepatitis treatment and determine appropriate patient sub-populations for treatment;
Objective	Evaluate the impact of several pivotal trial outcome scenarios on US product adoption and forecasted revenues;
Challenge	Trial designed as dual therapy, optimal results obtained in triple therapy pivotal study. Needed to determine potential share of market in either scenario for three patient subpopulations.

Solution

Methodology	<p><u>Population Projection:</u> Use secondary data to estimate population available for treatment;</p> <p><u>Primary research:</u> In-depth telephone interviews with carefully selected Key Opinion Leaders and both in-depth interviews and a web survey with a representative set of Gastroenterologists, IMs, Hepatologists and Infectious Disease specialists;</p> <p><u>Market Potential Estimate:</u> Conducted an in-depth analysis of the patient subpopulations as the foundation for forecast scenario development, and incorporated Population Projections and Primary Research Findings;</p>
Deliverables	<p>PowerPoint presentation summarizing current treatments and future outlook;</p> <p>Excel population and sales forecasts for three scenarios in each of three patients subpopulations.</p>

Impact

Impact	Company used findings as supportive evidence to justify the selection of the patient subpopulation for development of the hepatitis product and was able to proceed with ongoing trials.
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