

# Pre-Clinical / Phase I: Top-Line Forecasting

For more details on our approach to this project, including a specific example, please contact us!  
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## Top-Line Forecasting

### Challenge

Scenario	Small pharmaceutical company requested a primary research study on current treatment practices and a preliminary forecast model to estimate the potential of their product patients with cataracts.
Objective	Create an estimate of the market for prevention and/or treatment of cataracts for the company's novel compound in early stages of development.
Challenge	Introduction of a potential revolutionary preventative treatment which may reduce revenue from surgery from on set of physicians and enable a different set of physicians to become involved in the treatment of cataracts.

### Solution

Methodology	<p><u>Secondary data</u>: Extensive review of resources.</p> <p><u>Physician interviews</u>: A small number of telephone interviews was conducted with ophthalmologists to determine their current treatment patterns and obtain their response to client's novel product concept.</p> <p><u>Physician fax survey</u>: A brief questionnaire of ophthalmologists and optometrists was used to assess patient demographics and clinicians' reactions to the product description.</p> <p><u>Patient research</u>: Web-based survey of patients over 50 years of age to assess their level of visual difficulties and their reactions to the product description.</p>
Deliverables	Word document providing methodology, results and discussion summarizing the current cataracts market and a preliminary model estimating the potential market for their product.

### Impact

Impact	Report and model were used to verify the size of the potential opportunity for their early stage pipeline drug, and to justify funding of the studies.
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