

Post Launch (1 of 2): Product Indication / Formulation Line Extension Research

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

Product Indication and Formulation Line Extension Research

Challenge

Scenario	Small Pharma company considering expansion the labeling an IV oncology product being extensively used off-label.
Objective	Understand physicians' current prescribing practices and assess the level of interest in expanded label claims - measure potential positive impact on prescribing of the product.
Challenge	Limited audience and tight turnaround time on interim top-line presentation of findings.

Solution

Methodology	<u>Transplant Specialist interviews</u> : 10 in-depth, 45 minute telephone interviews with bone marrow transplant specialists were conducted across the U.S.
Deliverables	PowerPoint presentation summarizing physician's current bone marrow transplant practice and use of the product as well as response to potential expanded label information.

Impact

Impact	Company used findings to support decision to commit time and funding to conduct the clinical trials necessary to obtain label expansion.
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Post Launch (2 of 2): Product Indication / Line Extension Research

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Market Assessments for Late-Stage Product

Challenge

Scenario	Established biopharmaceutical company required market assessments to support selection of additional CV indication product;
Objective	Provide broad yet focused view of the current and future U.S. market potential for 6 CV indications based on secondary sources with focus on aspects of CV market most important to commercial development;
Challenge	Selected CV markets had limited available secondary data;

Solution

Methodology	<p><u>Disease Definition and Overview:</u> Demographics and symptoms of patient populations;</p> <p><u>Epidemiology Projection:</u> Used secondary data to estimate and model drug-treated populations for which no readily available estimates exist;</p> <p><u>Current Treatment and Cost of Therapy:</u> Identified dominant current treatments and calculate of daily and annual cost of treatment;</p> <p><u>Products in Development:</u> Summarized clinical trials by phase, sponsor and status;</p>
Deliverables	<p>PowerPoint presentation with top-line summary of epidemiology, current treatments and pipeline analysis for 6 CV indications;</p> <p>Excel with forecasted populations, calculations and backup data for 6 CV indications;</p>

Impact

Impact	Company prioritized and selected additional CV indications for product in development.
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