

# Predictive analytics – In-licence opportunity



Concept is a Go



Concept is a No Go

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## The business challenge.

The client, a well known innovator in the pharmaceutical industry was looking to potentially licence in a new oral DMARD asset into their existing rheumatology franchise. Research was required to support forecast assumptions and understand points of differentiation which could feed into pivotal phase III trials.

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## Our approach.

Following evaluation of the TPP, physicians were asked to evaluate the new potential offering by providing their allocated prescribing across a series of conjoint scenarios. By utilising conjoint to explore potential scenarios we were able to understand points of differentiation and uptake across various parameters such as administration, efficacy, safety levels and price. Further to this we could explore at what stage, line of therapy and importantly which patients the potential in-licence opportunity would most favour to support forecasting decisions.



### Methodology

- Online interviews with rheumatologists in EU5 and US (total sample of n=450)



### Techniques

- Allocation based conjoint presented as real life examples to make the situation as real as possible for physicians.

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## The outcome.

We supported our client with their forecast assumptions utilising the primary market research and also feeding in secondary data sources which became available. The findings allowed our client to make critical 'Go' or 'No Go' business decisions based on the insights and intelligence provided by the team in fast turn-around timeframe.