

Business Situation

- Foster Rosenblatt was engaged to conduct an evaluation of the market landscape for hereditary angioedema (HAE) to best position the client's acute therapy product within the indication

Approach & Methodology

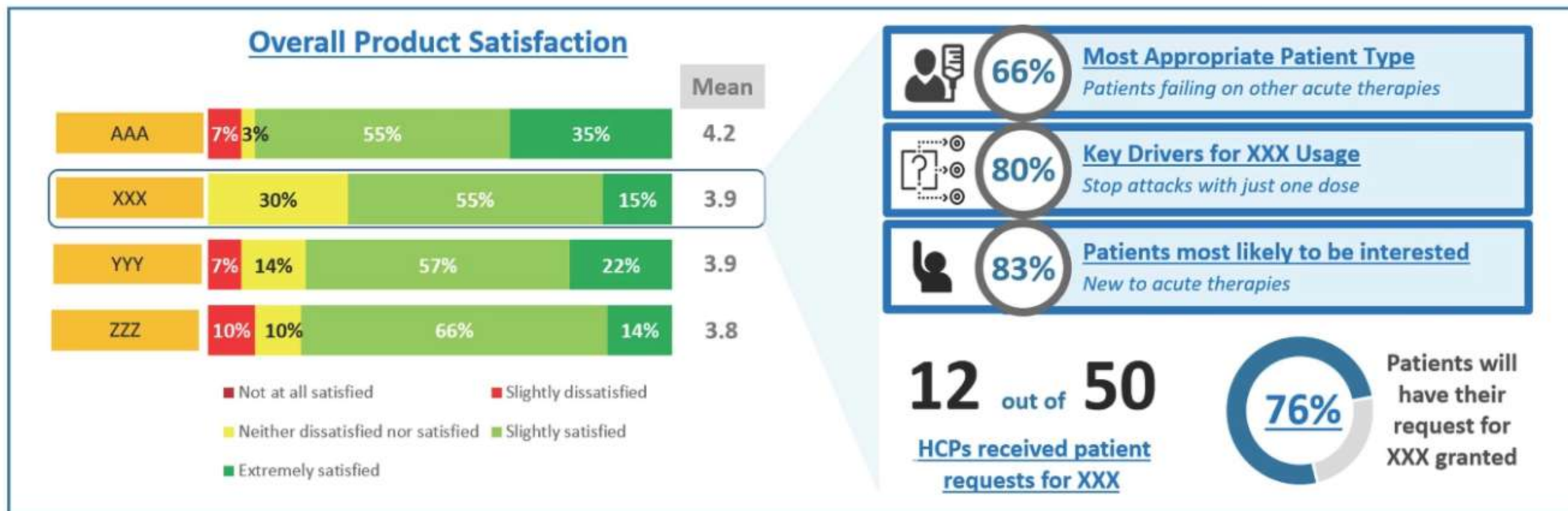
- Conducted a quantitative research program encompassing comprehensive Awareness, Trial, and Usage study
- All market research findings were aggregated and consolidated to identify the key attributes and metrics for guiding the client's understanding of their product's positioning in the acute HAE market
- Key drivers and barriers to use were identified for the product of interest and its main competitor; unaided awareness, product perception, and message recall were tracked; hypotheses were developed for physician prescribing behavior

Deliverables & Business Outcomes

- A comprehensive PowerPoint report summarizing the current treatment landscape, receptivity to the product, competitive intelligence, and level of unmet need in the market
- Developed strategic recommendations with the goal of informing key messaging and marketing strategies to better position client's product

Executive Summary – Product Perception & XXX Usage

XXX's overall satisfaction was on par with other acute therapies; when requested, HCPs prescribed XXX to 3 out of 4 patients.



Out of all acute therapies, XXX was the only one with no dissatisfaction reported: 70% HCPs were satisfied with XXX with the rest 30% of them neutral, unlike other therapies where HCPs showed dissatisfaction.

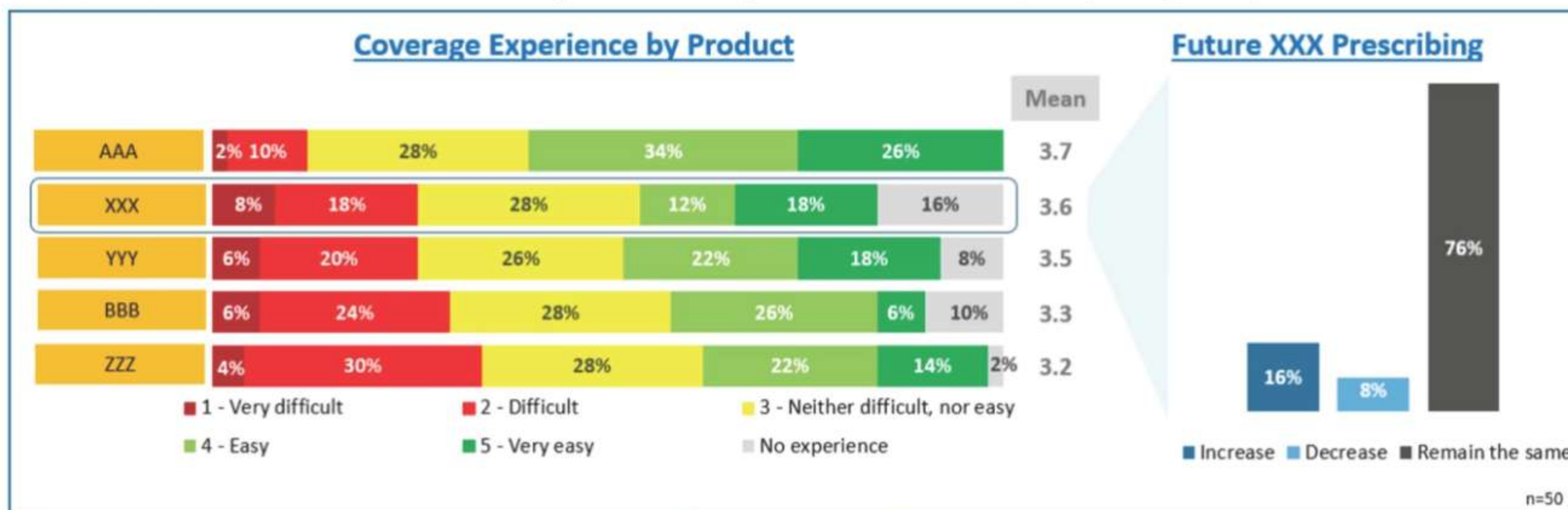
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Executive Summary – Market Access

HCPs had similar experience with all branded acute therapies, however, a large portion of respondents (16%) stated no experience with the insurance coverage of XXX compared to other therapies (average: 5%).



~80% of the HCPs who used XXX intended to keep its usage unchanged. Half of the respondents planned to increase their use of AAA, likely stemming from favorable access conditions for generic products.

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