FRESH prespective

Client Success Stories
Forecasting & Valuation

Medical Device Startup

Foster Rosenblatt

Business Situation

- Foster Rosenblatt was engaged to assess the receptivity to a new medical device for treating Peripartum Depression (PPD) and develop a forecast for the US and EU-5 markets; the client was a medical device start-up developing a new device that utilizes a novel pathway for treating PPD

Approach & Methodology

- Performed secondary research into the epidemiology and competitive landscape of PPD
- Conducted primary market research with 10 US physicians (7 psychiatrists, 3 OBGYNs) to further understand treatment landscape and validate gaps in secondary research
- Conducted primary market research with 5 PPD patients to understand the patient journey and receptivity to a medical device to treat depression
- Compiled a detailed analyses of primary & secondary research to determine the expected future uptake of the device, potential competitive landscape as well as pricing assumptions
- Demand and sales were forecasted by applying expected future utilization gauged from primary market research to the eligible patients determined through prevalence-based model flow

Deliverables & Business Outcomes

- Comprehensive PowerPoint report summarizing detailed findings from physician and patient interviews, with insights gathered from analysis of both primary and secondary research data
- MS Excel-based forecast model containing product demand and revenue forecast scenarios
- Clinical decision framework containing actionable recommendations based on research findings to guide further clinical development of the medical device