

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

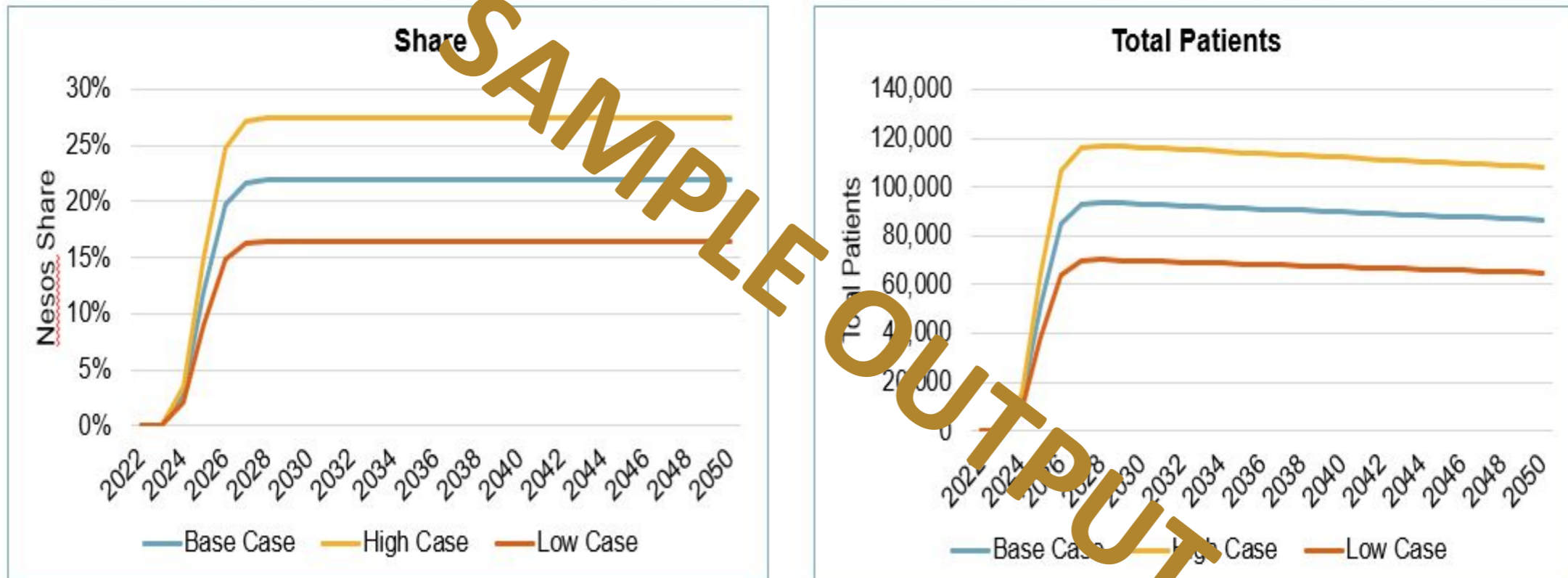
- Performed secondary research into the epidemiology and competitive landscape of PPD
- Conducted primary market research with 10 US physicians (7 psychiatrists, 3 OBGYNs) to further understand treatment landscape and validate gaps in secondary research
- Conducted primary market research with 5 PPD 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

Device Forecast Summary (Peripartum Depression)

In the base case, FJR expects the PPD device to capture ~22% of eligible PPD patients, ~94,000 patients in total (US and EU5 combined), if approved for both postpartum and antenatal depression



- FJR used an incidence based patient flow forecast to estimate the net sales the PPD device in the US and EU5
- FJR assumes that the pregnant and post-partum populations will decline by a factor of 0.9961 every year
- If approved for both antenatal and postpartum depression (peripartum depression indication), approximately 22% of the eligible PPD patients are expected to use Nesos' PPD device in the base case by 2028 - approximately 94,000 EU5 and US patients

Patient Journey

