FRESH prespective

Client Success Stories
Forecasting

Healthcare Equity Investment Firm

Foster Rosenblatt

Business Situation

- A healthcare equity investment firm wanted to assess KOL & payer receptivity to new emerging therapies for Spinal Muscular Atrophy (SMA); The client had rights to global sales for a in-line brand for SMA and wanted to understand the future market landscape, specifically the impact of gene therapy

Approach & Methodology

- Development of all qualitative research materials, recruitment, and fielding, as well as summation of all key stakeholder findings and create a supporting epidemiology-based forecast
- Specific KOL objectives included current drivers and barriers to treatment, perspectives on new SMA therapies, particularly the impact of gene therapy, the evolution of treatment algorithm as new treatments become available and adoption of new therapies
- Specific payer objectives included management of new gene therapies (e.g. restrictions, reimbursement eligibility), willingness to pay, and contracting expectations for SMA treatments

Deliverables & Business Outcomes

- Designed & developed an intuitive epidemiology-based forecast model with robust scenarios to illustrate the potential impact of new product launches on the in-line SMA brand of interest