

Business Situation

- The client required a product forecast & strategy session for an opioid in late-stage development for acute pain, including market rationale & assessment of all key variables

Approach & Methodology

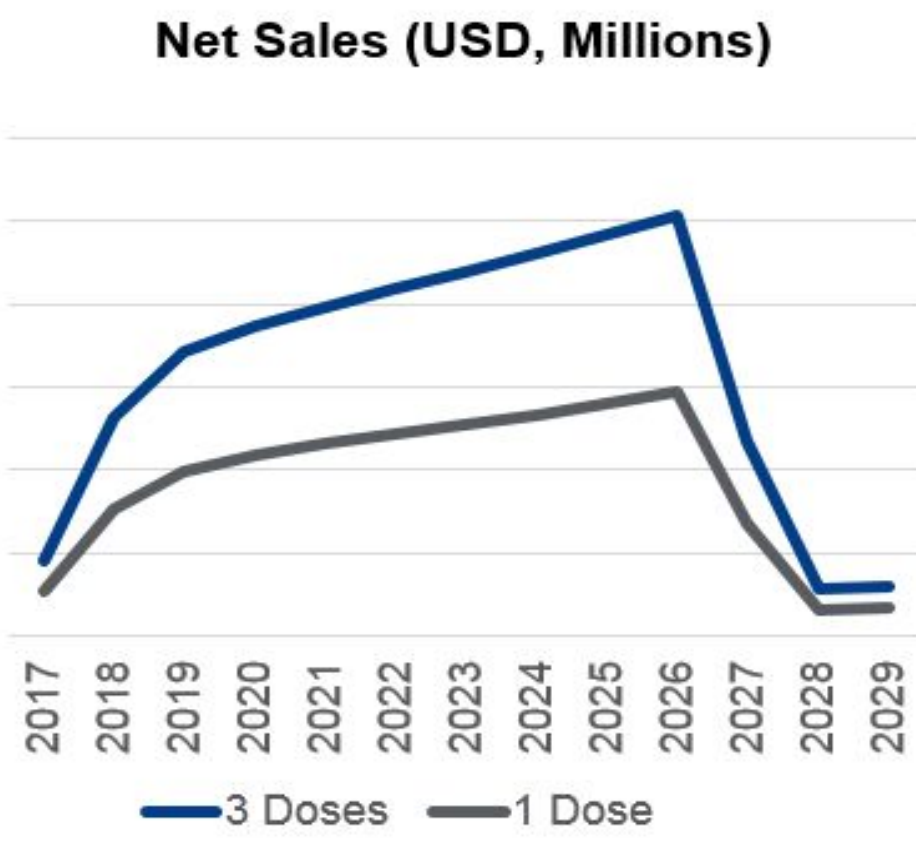
- Performed detailed analysis of all available primary & secondary research to determine the current & future market landscape
- Determined product's preference share & implied patient share
- Organized & conducted "Green Hat" workshop to develop strategies to promote product's uptake & market growth
- Forecasted product's future demand by evaluating various scenarios where the product captured one or several segments of the opioid market based on the impact of market shaping strategies

Deliverables & Business Outcomes

- "Green Hat" workshop with client to develop market shaping strategies
- Opioid market & product assessment, forecast assumptions & scenarios
- MS Excel-based model containing the demand-based product forecast & scenarios

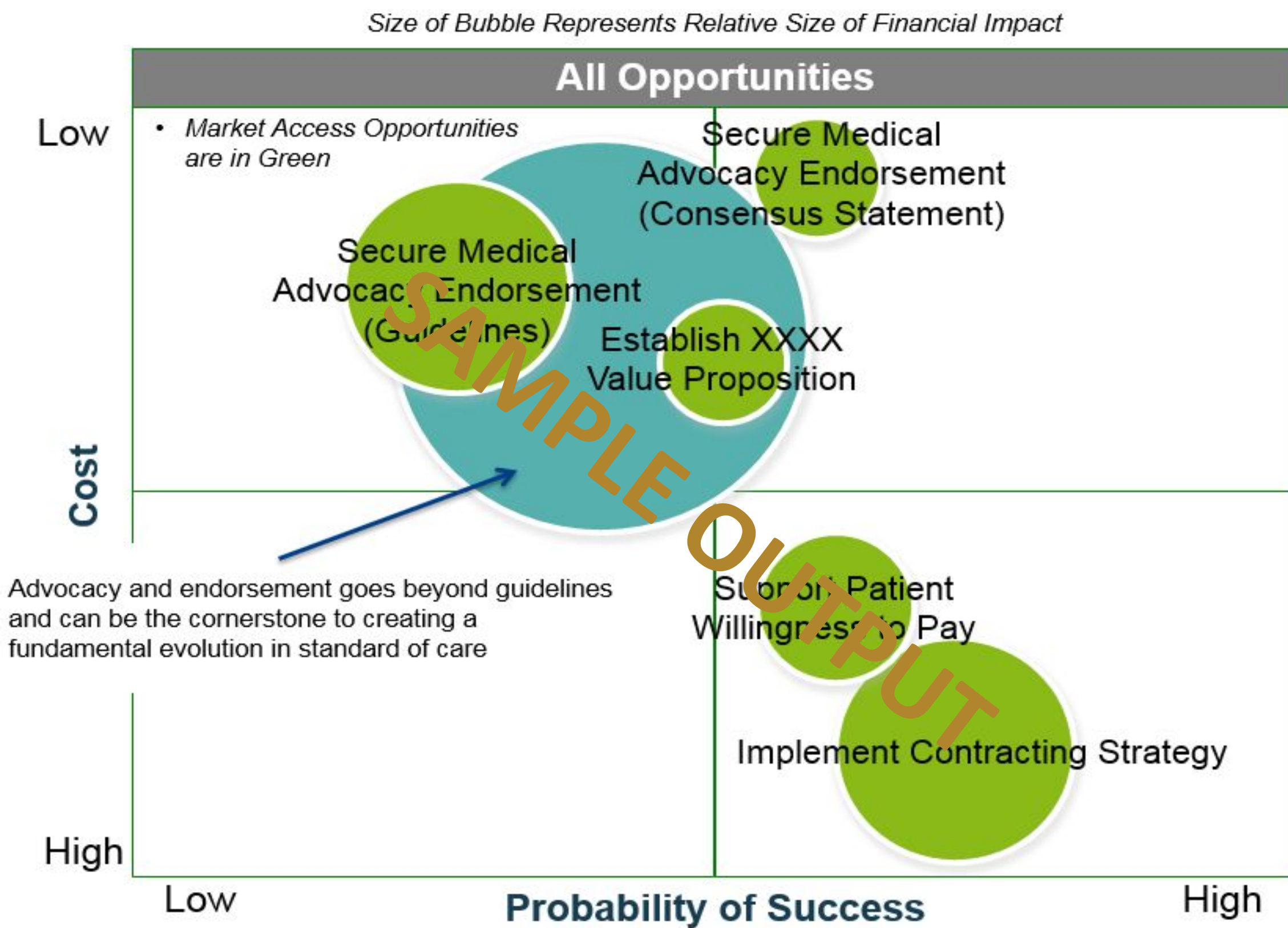
Construct A Scenario 1 – net sales in XXXX TRx in XXX market: \$XM to \$XM

- FR modeled XXXX's use in a projected current XXXX within entire XXXX market
- XXXX is forecast to reach a share of market, informed by analogs classed as:
 - Innovative
 - Oral
 - Better-than



Key Inputs & Assumptions

Variable	Input – 3 doses	Input – 1 dose
Market Definition		
% XXXX		
% XXXX		
Row share		
Market Access Discount		
Overall Discount		
Net Peak Share (within basket)		
Net Peak Share (all XXXX market)		
Gross Price (2017)		
Peak GTN		



Presentation Name | CONFIDENTIAL