

Client Success Stories

Our client was evaluating an LCM strategy for a key oncology asset & needed to understand its key value proposition & optimal development pathway

Lifecycle Management Strategy

Foster
Rosenblatt

Business Situation

- A global specialty pharma was preparing to conduct a phase III study for a new LCM formulation of a key oncology asset. The company wanted to understand what clinical development strategy will result in the highest value proposition for physicians, patients and payers.

Approach & Methodology

- The new LCM formulation was set to launch in the Gastroenteropancreatic Neuroendocrine (GEP-NET) in 5 years, and multiple competitors were expected to launch between now and when the new formulation launched

Business Need / Desired Outcome



Strategic Market Research

- Understand the value proposition from oncologists and patients' perspective
- Determine the meaningful clinical endpoints oncologists expected to see



Pricing & Market Access

- Evaluate payers' perspective on the LCM strategy and willingness to pay for convenience benefit
- Gauge product's potential price premium or discount



Forecasting & Analytics

- Quantify the impact of changes to product attributes on potential future demand and return on investment
- Simulate the competitive impact from new products entries as well as generic entries



Advanced Modeling

- Develop conjoint simulator to generate multiple forecast scenarios
- Develop Excel-based forecast & valuation model to support decision making



Oncology Center of Excellence

- Recommend clinical & commercial strategy based on research & analysis outputs as well as previous oncology experience