

Business Situation

- The client wanted to conduct secondary and primary market research to better understand the commercial opportunities of launching their products for various indication, and in various European markets

Approach & Methodology

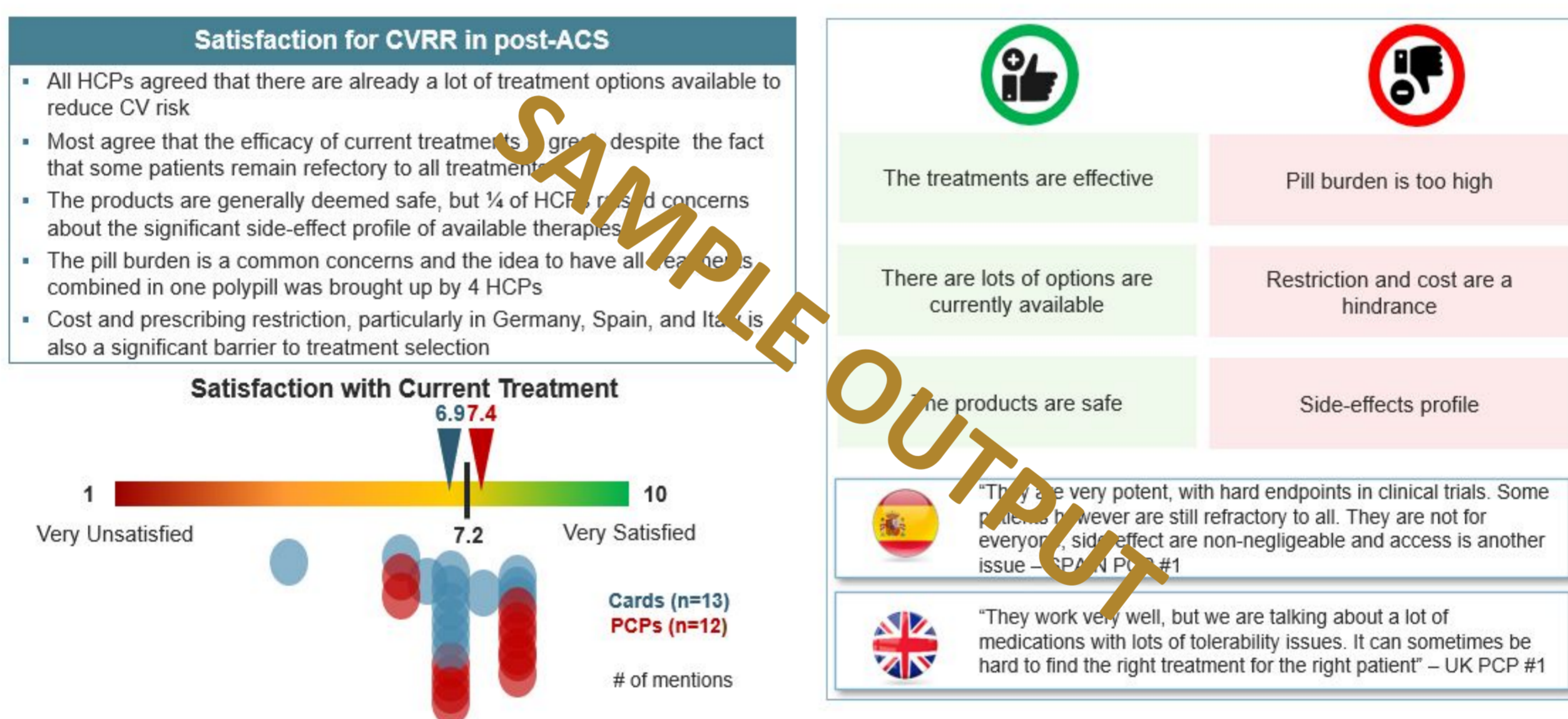
- Summarized disease background and provided an overview of the current clinical and treatment guidelines for each indications
- Developed PMR materials informed by the secondary research and conducted qualitative primary market research interviews with 10 KOLs, 25 physicians, and 10 EU & UK payers, to understand current unmet needs in each indications as well as future utilization and market share of potential European launch for each indications
- Analyzed and reported results at each major project step independently, and identified indications of high potential

Deliverables & Business Outcomes

- Assessed the impact of several programs on physician's willingness to prescribe, as well as identified drivers & barriers to use
- Developed strategic recommendations with the goal of expanding use of the in-line product in the EU

Product X Exclusivity in EU
Current Treatment Landscape

HCPs are generally satisfied with the available CVRR agents for post-ACS, but they think that there is always room for improvement



Product X Exclusivity - EU
Reaction to TPP – Post-ACS

Considering the twice daily dosing, HCPs foresee that the compliance of Product X is likely to be lower than that of statins and will likely decrease over time

