

### Business Situation

- The Client wanted to augment and enhance their understanding of brand penetration in specialty pharmaceutical markets
- Foster Rosenblatt was engaged to identify the market- & product-specific variables that are drivers and barriers to market penetration as well as understand the magnitude of their impacts to better improve forecasting of future launch opportunities

### Approach & Methodology

- Leveraged IQVIA Patient Claims Data from 68 different specialty & rare disease markets to inform on 211 analog launch trajectories and uptake curves as well as established the equilibrium market share achieved by each analog following its launch
- Utilized multivariate linear regression modeling to identify 10 keys variables with the most significant impact on an analog's market share & brand penetration as well as understand the contribution for each variable to peak equilibrium market shares
- An Analog Dashboard was created that enabled users to analyze all analogs across any of the 10 quantitative & qualitative indication- and product-specific variables
- A Market Share Simulator was created that enabled users to predict either the equilibrium share of subsequent product entrants into an established market or the uptake of product launches in newly established markets

## Deliverables & Business Outcomes

- An Excel-based Analog Dashboard & Market Share Simulator tool was created and delivered to the client, that enabled users to filter and analyze 211 analog launch trajectories across 68 specialty markets using different indication- and product-specific characteristics
- A companion PowerPoint report summarizing the methodology and all assumptions used by the FJR team to analyze and calculate analog uptake curves & market shares