

Early-Stage Demand Research

Global demand study for an early-stage oncology treatment in a high unmet need category

A global pharmaceutical company wanted to understand the market potential for a new therapy in a highly competitive oncology space.

Viscadia was asked to design and conduct an early-stage demand study in key global markets to support an updated forecast and a go/no-go decision regarding further clinical development.

Demand study and updated forecast supported further clinical development for the asset.

Challenges



Significant clinical uncertainty

- Demonstrating clinical benefit vs SOC has been difficult, as illustrated by several recent clinical trial failures in Phase II and Phase III.



Crowded market with several new competitors

- Large number of potential entrants incorporating various new treatment modalities.
- Timing and order of entry may limit market potential for later entrants without sufficient differentiation vs. established therapies.



Strategic importance

- Category with a large patient population and high unmet need in second and later lines of treatment.



Approach



Product Conjoint Design

For eligible patients, investigating sensitivity of results to variations in clinical performance for new products.



Primary Market Research

N=400 online interviews conducted across key geographies in the US, EU, and Japan.
N=20 follow-up qualitative interviews to deep-dive into the why's underlying oncologists' prescribing decisions.



Forecast Update

Incorporated demand study outcomes to update the revenue projections for the treatment under consideration.



Post-Survey Calibration

Ensured shares accurately reflected current market dynamics by adjusting for HCP overstatement in anticipated prescribing.



Multiple Market Scenarios

Reflecting assumptions regarding timing and order of entry.

Outcomes

End Deliverables

- Global PowerPoint report highlighting key analyses and insights for each geography.
- Excel-based market simulator allowed the client to conduct sensitivity analyses, estimate product attribute importance scores, and investigate "what-if" scenarios for key patient segments and market scenarios.
- Updated global forecast.

Key Highlights

- Simultaneous management of the demand study and forecast model ensured synergy, enhancing study completeness and facilitating seamless integration of outcomes into the forecast framework.
- Enabled timely forecast updates to integrate into the long-range plan, driving pivotal corporate strategy decisions.

Impact

- Facilitated the leadership team in presenting a compelling case for continuing clinical development to executives and investors.
- Empowered leadership to assess returns and strategically choose between independent pursuit or strategic partnership for the asset.