



# Go-to-Market Model

## Detailed patient-journey tracking and Forecasting for rare disease therapy

A specialty pharmaceutical company was planning to launch an oral prescription medication for treatment of seizures associated with a rare pediatric disease. The market landscape included several non-pharmacological therapies and non-targeted drugs.

Viscadia was asked to design and build a go-to-market forecasting model for tracking patient journeys and projecting demand on a weekly basis.

**Helped the client predict patient journey and product demand for a therapy in a \$1B rare diseases market**

## Challenges



### Complex fulfillment process

- › Modeling several steps in the patient fulfillment funnel of a small patient population including REMS, echocardiogram assessments, and payer benefit verification.



### Lack of history

- › Formulating forecasting KPIs reflective of the entire population from a small sample size.
- › Building confidence on key forecast drivers.



### Pandemic impact

- › Re-assessing pipeline forecast after product launch amid COVID-19 pandemic.
- › Refining patient fulfillment assumptions to adjust for the impact of restrictions due to the pandemic.



# Approach



## Patient fulfillment pathway mapping

Conducted detailed stakeholder discussions to understand and define various potential patient journey pathways.



## Queue conversion modeling

Tracked the patient acquisition forecast in the model by incorporating average patient-journey time across different pathways.



## Short and long-term patient forecasting

Assessed therapy-area nuances, patient segments, clinical and commercial drivers of product usage, and estimated both near-and long-term KPIs.



## Variance analysis

Triangulated forecasts against actual weekly data, refined forecast assumptions and facilitated monthly and quarterly forecast updates.



## Cross-functional insights and planning

Mapped the forecast model back to HCP segments for targeting, creating guidance for sales teams and optimizing patient access efforts.

# Outcomes

## End Deliverables

- Viscadia Patient Diagnostics Dashboard (Refreshed monthly).
- Viscadia Regional Forecast Models (Refreshed weekly).

## Key Highlights

- Enabled leadership to track and incorporate trends from the actual patient data into forecast planning and goal setting.
- Facilitated patient analytics to answer post-launch business questions faced by C-Suite leadership for board meetings and earnings calls.
- Helped commercial leaders quantitatively simulate what-if scenarios to assess market trends during COVID-19.

## Impact

- The forecast model enabled comprehensive and intuitive evaluation of key performance indicators and helped drive stakeholder decisions.
- Established Viscadia's forecast platform as a go-to tool for simulating forecast scenarios by senior leadership.
- Allowed the commercial team to detect bottlenecks in the patient fulfillment process in real time.