Professional Work Sample

Case Studies on Past Assignments

ADDRESSING TYPE 2 DIABETES (T2D) IN THE EUROPEAN REGION

Client Objectives

Client: A multinational pharmaceutical company aiming to strengthen its market position in T2D therapies across Europe.

Timeframe: 2023–2025

The client sought to:

- Increase market share by double digit for their GLP-1 agonist therapy in key European markets specially in EU5.
- Improve patient adoption of advanced therapies (e.g., SGLT2 inhibitors, GLP-1 agonists) by addressing reimbursement and awareness barriers.
- Understanding the HCP engagement and prescription trends toward innovative diabetic therapies.
- Tracking regulatory and reimbursement challenges in fragmented EU markets.

Process/Approach/Methodology

A multi-phase strategy was deployed, integrating epidemiological insights, competitive analysis, and stakeholder engagement:

Phase 1: Data Collection & Epidemiological Forecasting

Step 1: Analyzed EU-wide T2D prevalence using WHO, IDF, and Eurostat data to identify high-burden regions.

Step 2: Modelled 2030 disease projections using AI-driven tools to prioritize markets with rising obesity/aging populations. Below are the partial steps followed during disease epidemiology modelling

- Total population by demographics age group
- Incidence/prevalence of the target indication (%)
- At-Risk Population for target indication
- Diagnostic/testing method used for target indication
- Diagnostic Testing Accuracy (Test Sensitivity, Test Specificity) by test type

- Disease severity/stage, contraindications of target patient
- % of population eligible for treatment
- Available treatment regime for the target indication (pharmaceuticals, biologics, devices, etc.)
- Penetration of available treatment regime/ Treatment Algorithms
    - Treatment 1
    - Treatment 2 etc.
- Patient journey of target treatment regime including Pre-treatment, Treatment and Post-treatment (RWD, RWE data)
- Duration of treatment
- Number of settings/dosage of treatment regime
- Cost of treatment
- Available supportive care
- Reimbursement and Co-payment structure
- Patient recovery and disease recurrence

Step 3: Mapped healthcare infrastructure gaps (e.g., rural vs. urban access) in Eastern Europe.

Phase 2: Competitive Intelligence & Market Positioning

- Benchmarked competitors (Novo Nordisk, Eli Lilly, Sanofi) on:
- Pipeline: Clinical trial progress for dual/triple agonists (e.g., Retatrutide).
- Pricing: Biosimilar threats in insulin markets.
- Digital Health Partnerships: Competitor alliances (e.g., Novo Nordisk + Glooko).
- Identified unmet needs: Limited patient education in Southern Europe, reimbursement delays in Eastern Europe.

Phase 3: Clinical Trial & Regulatory Strategy

Tracked 150+ ongoing T2D trials in Europe via ClinicalTrials.gov and EMA databases. Cardiovascular outcomes for GLP-1 agonists (e.g., SUSTAIN-EU trial). Engaged EMA and local regulators to fast-track approvals using real-world evidence (RWE) from Nordic registries.

Phase 4: Reimbursement & Patient Access Strategy

- Conducted reimbursement audits across 10 EU countries:
- Advocated for value-based pricing agreements.
- Partnered with governments to subsidize advanced therapies.
- Launched patient affordability programs (e.g., co-pay cards, tiered pricing).

Final Outcome & Results

Market Share & Revenue Growth

- Achieved 18% market share increase for the client's GLP-1 agonist in Germany, France, and Nordic countries (2023–2025).
- €250M in incremental revenue from Eastern Europe after subsidy negotiations.

Reimbursement Success

- Secured reimbursement approvals in 8/10 target EU markets, including Poland (2024) and Spain (2025).
- Reduced patient co-pay costs by 30% in Southern Europe via affordability programs.

Clinical & Regulatory Milestones

Accelerated EMA approval for a next-gen GLP-1/GIP agonist using RWE from Nordic health registries. Partnered with digital health startups to integrate CGM data into clinical trials, reducing recruitment time by 20% 40% increase in patient adherence in pilot regions (Germany, Italy) via app-based interventions. HCPs in target markets reported increased confidence in prescribing advanced therapies post-education campaigns.

Key Learnings

Localized Strategies Matter: Tailoring reimbursement advocacy to Eastern vs. Western EU markets drove adoption. Digital Integration Accelerates Growth: Bundling drugs with apps improved adherence and differentiated the brand. Early Regulatory Engagement is Critical: Proactive RWE submissions cut approval timelines by 6–8 months.