



FORECASTING



Case Study

A clinical stage biopharma company gained a forecast for new chemical entity in phase 2 for the treatment of glaucoma.



Client

An emerging biopharma company had an asset that was being studied in different eye diseases.

Challenge

The client wanted a forecast for the US, EU4 (Germany, France, Italy, Spain), UK and Japan to understand the revenue potential for their asset.

Approach and Methodology



Launch excellence Partners utilized published epidemiological data to develop a patient based forecast model.

The assumptions in the forecast model were supported by well documented evidence to inform scenarios for a base case, downside and upside.

The growth drivers for example the growing prevalence of glaucoma due to an increase in aging populations; and other reasons were incorporated in the assumption table.

The potential barriers to uptake were reflecting for example the increasing ongoing clinical trials and product launches for glaucoma treatment.

Results and Impact

The company received an evidence-based dynamic forecasts model incorporating critical parameters that may impact both uptake, market share, and revenue. This helped them with strategic decisions and business planning for the anticipated future launch.