



## Case Study

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Emerging biopharma company gained target product for multiple cancer indications.

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## Client

An emerging biopharma company had an asset that could be used across multiple cancers.

## Challenge

The client wanted a target product profile that will be suited across the various solid tumors.

# Approach and Methodology

Launch Excellence Partners utilized



·Clinical treatment guidelines for the management of the different solid tumors across the seven major markets to determine drug of choice and alternative drugs in the line-up for the solid tumors.

·Next was to outline commonalities between first line choices, and step-up drugs.

·The approved prescribing information of each of these drugs were used to map the key parameters.

·A draft product profile with the rational of the parameter descriptions for preferred, critical/minimal were outlined and annotated.

·The draft TPP was shared with the core development team thru virtual meetings to ensure a multidisciplinary integration.

·The final TPP were approved by Senior Leadership, annotated and became part of the IND submission.

## Results and Impact

The client was able to start their IND preparation and used the TPP to determine protocol outlines, primary endpoints for the study, and where potential data gaps lie.