



## Case Study

CEO and CFO were confident that the decisions they make about their portfolios will generate lasting value.



## Client

An emerging biopharma company had an asset that could be used across multiple diseases in neuroscience field and wanted to know how to prioritize the disease areas to start their development program.

## Challenge

The client did not want to conduct primary research and that would take very long and they wanted quantitative data which would have required a large pool of interviewees.

# Approach and Methodology

Launch Excellence Partners utilized published data to capture the following for each of the diseases:



## ·Prevalence and incidence rate

### ·Burden of disease

- Morbidity – the number of people in the population who are unwell or disabled, and the severity of their disease.
- Mortality – the number of people in the population who die as a result of their disease, and whether or not their deaths are considered premature (before the expected duration of life)
- Trends – morbidity and mortality patterns within and among populations over time and from disease to other complications, as well as the likelihood, or risk, of becoming ill or disabled.
- Risk attribution – data linking disease, disability, or death outcomes to recognized risk factors.

### ·Unmet need in which currently available therapy does not adequately address the disease including:

- Where there are no approved molecules.
- Where there are or few molecules in late phase clinical studies.
- Where existing molecules are compromised by substantial, demonstrated liability at efficacious dose.
- Where there is an identifiable subset of patients who are currently underserved.

### ·Financial costs of disease for individuals, households, healthcare systems, and societies.

- Direct costs – the value of expenditures on prevention, diagnosis, and treatment, in-hospital and out-patient care, visits to physicians, and medications.
- Indirect costs – the value of labor and productivity losses, such as lost income and economic output due to illness-related absences from work, reduced productivity at work due to illness, or premature death.

### ·Demographics, characteristics, and factors most associated with the different groups of patients with disease.

- Illness, or premature death.

## Results and Impact

The client was able to receive a rank order of the diseases to set their priorities for the development path.