

Assessing viability of entering the NSCLC market

Analysed clinical and market potential for entry into the NSCLC market

Evaluated unmet needs to identify potential entry points

Conducted a deep-dive study of key assets and key players

CLIENT CHALLENGES

- A Japanese [pharmaceutical](#) company wanted to assess the viability of entering the NSCLC market
- Key challenges were :
 - Understanding and assessing the NSCLC market, which has numerous [assets](#)
 - Undertaking a competitive assessment of pipeline drugs to identify potential drugs
 - Understanding regulatory approvals, reimbursement and market access in the NSCLC market
 - Evaluating unmet needs, barriers, drivers for charting the way out

OUR APPROACH

- **Competitive landscape :**
 - Understanding the current SoC, and epidemiology of NSCLC
 - Understanding diagnostic tests available and associated treatments available
 - Mapping different assets in the NSCLC pipeline against LOT and target
- **Benchmarking assets :**
 - Evaluating the safety and efficacy of approved drugs to understand benchmarking in different patient segments
 - Competitive assessment of pipeline drugs to identify potential drugs
- **Viability assessment :**
 - Evaluating unmet needs, barriers, drivers for charting the way out
 - Understanding the launch timeline, assessment of pricing, reimbursement and CDx considerations

IMPACT DELIVERED

- Helped the client's team understand the landscape of the NSCLC market, considering both approved and ongoing trials
- Advised on viability of entering the NSCLC market using different parameters

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We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.

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