

Opportunity assessment and market attractiveness for one of the top 10 pharmaceutical major

Benchmarked therapeutic areas with high clinical and market potential

Developed potential market scenarios based on client needs

CLIENT CHALLENGES

- One of the top 10 [pharmaceutical](#) majors wanted to determine market attractiveness and assess opportunities for its asset being developed for CLL, MCL and WM
- Key challenges were:
 - Benchmark therapeutic areas being based on diverse parameters involving clinical, regulatory and [market assessment](#)
 - Building a 360-degree view of the market by combining market sizing with adoption share
 - Market attractiveness based on regulatory/NCCN approval, adoption, reimbursement and market access
 - Understanding niche therapeutic areas

OUR APPROACH

- **Competitive analysis:**
 - Identified key competitors within each indication and patient population
 - Conducted a detailed comparison of the client's asset and each asset in the pipeline
 - Scored the client's asset in terms of clinical attractiveness within each indication
- **Market sizing:**
 - Adopted a bottom-up sizing approach – from disease prevalence to the diagnosed and drug-treated population in major markets (the US and EU5)
- **Key differentiator analysis:**
 - Generated revenue estimations in each indication based on adoption share
 - Factored in the differences for adoption share and launch timelines and estimated duration of therapies

IMPACT DELIVERED

- Advised on the attractiveness of the indications among CLL, MCL and WM
- Created market scenarios based on regulatory approvals, reimbursement and market access
- Built a [dashboard](#) to enable the client to customise results based on assumptions

About Acuity Knowledge Partners

Acuity Knowledge Partners is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 350+ financial institutions and consulting companies through a team of over 3,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

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.