

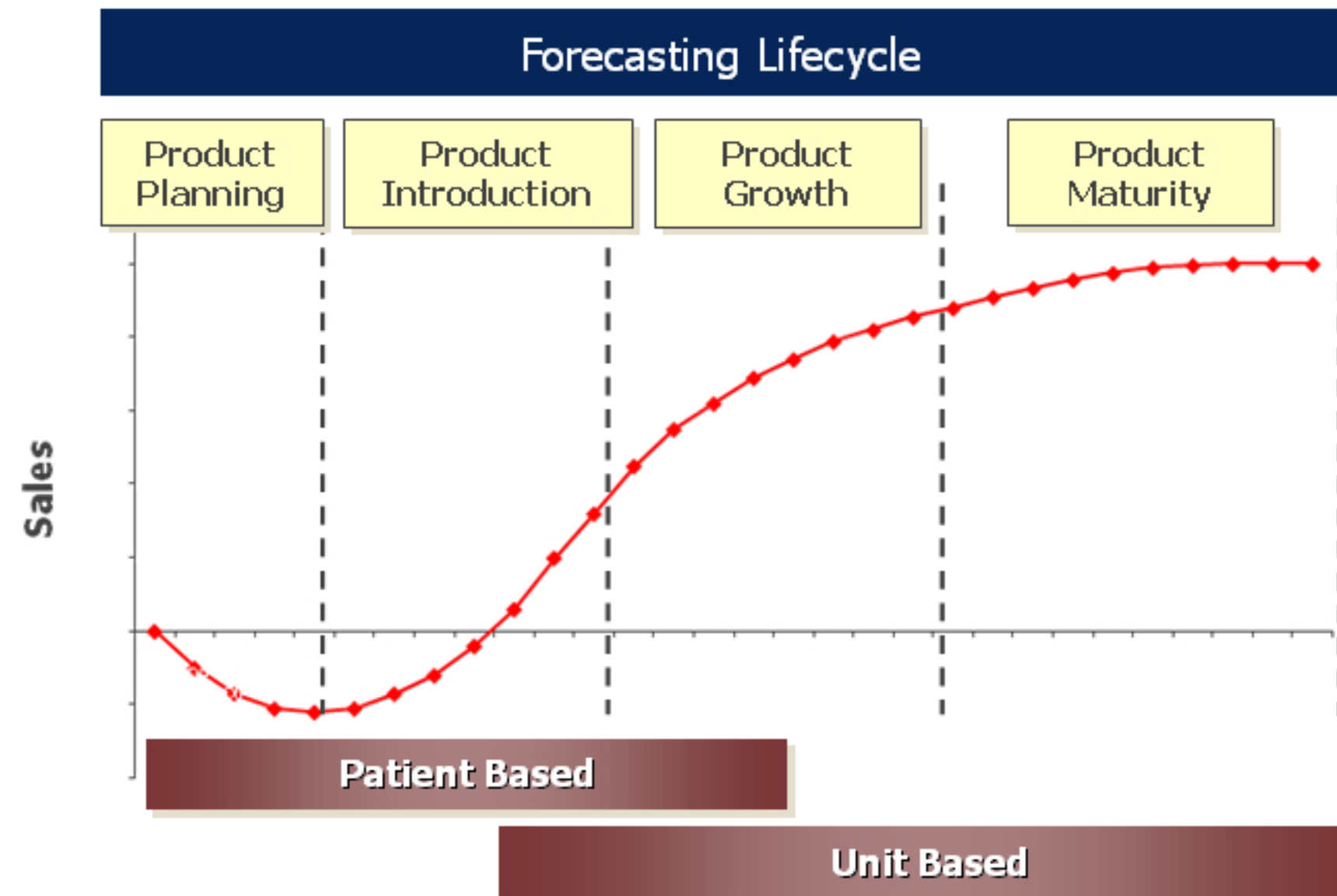
# Case Example: Lifecycle Management

## Situation

- A large-cap pharmaceutical company needed a forecasting solution and accompanying analytical support for their product as it progressed through its lifecycle, including prioritization and optimization for line extensions.

## Approach

- Working as a long-term partner, Trinity first designed and implemented a monthly forecasting model to track and predict near-term sales. This tool incorporated needs of key internal stakeholders and was supported by a combination of custom analytics: primary market research, secondary data tracking, claims data, promotional response modeling, patient churn analysis, and loss of exclusivity modeling.



## Result

- The dynamic forecasting tool and supporting quantitative analytics have become a central tenet driving decision-making for the brand's lifecycle management. After evaluation of the potential for several novel formulations, a long-acting injectable was launched, and the forecasting tool was then enhanced to help plan for and track the new product's launch.