

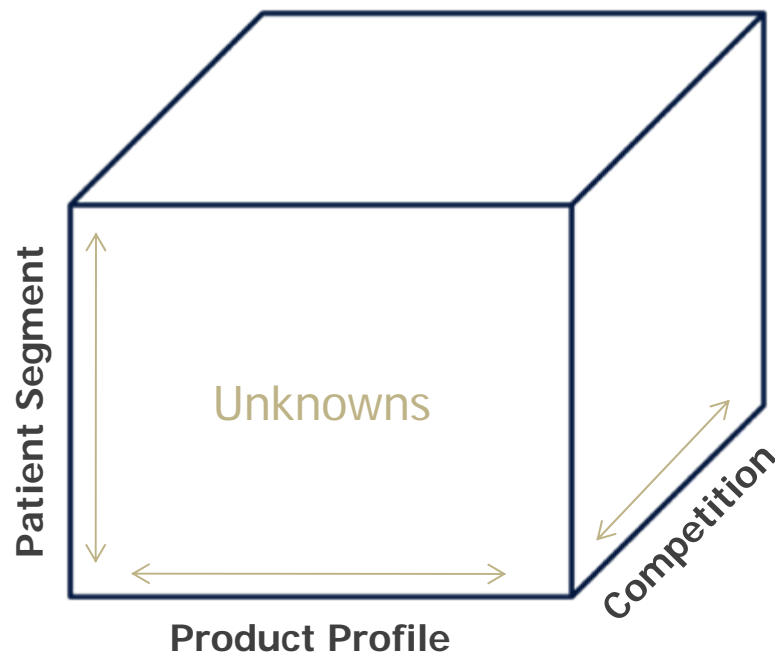
Case Example: New Product / Pipeline Planning (1 of 2)

Situation

- A mid-cap pharmaceutical company has a novel agent with applicability across multiple rheumatological disease states and a plethora of unknowns. They requested Trinity's assistance in assessing commercial value drivers and using these findings to inform clinical trial planning, launch phasing and general planning for their product.

Approach

- Trinity defined the key unknowns along three key primary axes: product profile/outcomes, patient segmentation/utilization and competitive scenarios. The risk around each element was assessed using a combination of primary research (conjoint/discrete choice analysis) and secondary analytics to elucidate the key drivers of commercial success. The findings from several waves of research were then rolled into a patient-based forecast model to understand the range of potential outcomes.



Product Profile	<ul style="list-style-type: none"> ▪ Efficacy ▪ Safety and tolerability ▪ Dosing and administration ▪ Clinical endpoints ▪ Indication and patient utilization
Patient Profile	<p>Patient segmentation can be done along several axes:</p> <ul style="list-style-type: none"> ▪ Disease severity / manifestation ▪ Line of therapy ▪ Age and gender
Competitive Players	<ul style="list-style-type: none"> ▪ Mechanism of action/target ▪ Clinical phase ▪ Company ▪ Indication ▪ Comparison to our agent

New Product / Pipeline Planning (2 of 2)

Result

- The results from the market research and forecasting effort empowered the strategic marketing team to give input to the clinical plan regarding required clinical endpoints and trial design to maximize the asset's value. Additionally, the client was prepared to understand the sensitivities around their profile and the competitive set for launch planning and setting revenue targets.