

Case Example: Portfolio Process and Prioritization

Situation

- A large pharmaceutical company had an under-resourced brand in a specialty respiratory indication. With the large commercial success of a new competitor in a different mechanism of action, our client needed to revisit the commercial opportunity.

Approach

- In a multi-stage project, Trinity set out to perform a market landscape that would define all potential market segments, strategically assess current positioning and communicate new commercial opportunities. Using a wide variety of tools, including secondary data, internal resources, primary market research, competitive assessments and quantitative forecasting, Trinity created a comprehensive therapeutic area overview that focused on areas of new opportunity.

Market Landscape Objectives

- Define market segments
- Assess current positioning
- Identify and quantify new opportunities
- Communicate within the client

Multi-disciplined analysis

Market Landscape Outputs

Business case and road map for investment

Result

- By bringing compelling business cases for new commercial opportunities, our client team was able to drive additional company investment in two major endeavors. The first was development of a new formulation of the existing brand. The second was an acquisition of a biotechnology company to augment the portfolio. Our client is now recognized as a leader in this respiratory indication.