

CASE STUDY

# Acquisition Opportunity



## RAPID FORECAST DELIVERY FOR POTENTIAL LATE-STAGE PIPELINE ACQUISITION

A specialty pharmaceutical company wanted to evaluate the potential of a late-stage pipeline oral drug. The drug candidate had an attractive target product profile but was launching into a significantly genericized market.

Viscacia was asked to design and build a custom forecast model to clearly identify the risks and opportunities facing both the product and the wider market.



Delivered complete, in-depth commercial assessment in 25 days



## CHALLENGES

### Current market landscape

Challenges with promotional effectiveness and physician adoption, partly driven by complex diagnosis patterns

### Pricing and access

Potentially crucial unanswered questions regarding patient and payer acceptance — primarily due to price differential versus the generic-heavy market median

### Accelerated timeline

Had one month to complete the project

Data room due diligence

Primary, secondary, pricing, and payer research

Custom forecast model and executive presentation with a range of scenarios to support bid deliberations



## APPROACH

### Executed secondary market research and data room diligence

Assessed market landscape, drivers of drug selection, patient flow, reaction to the target product profile, and impact of pricing and access on product acceptance

### Established a baseline view

Evaluated near-term future of the overall market, drawing on inputs from KOLs, practitioners and payers, and their positioning/projected uptake for the product opportunity

### Conducted in-depth primary market research (PMR)

Qualitative IDIs: KOLS, N=4; Practitioners, N=12; Payers, N=4

Quantitative Research: Practitioners, N=100; Payers, N=20

### Developed forecast platform

Customized platform for the product opportunity, allowing for dynamic, comprehensive evaluation of key performance drivers and enabling scenario comparison and contrasting

### Analogue research for pricing and uptake

Identified relevant analogues to develop a perspective on pricing and implications of the ensuing access constraints on product uptake



## OUTCOMES

### End deliverables

- Synthesis of PMR findings and thought leadership around therapy-area nuances
- Forecast platform with a comprehensive set of output views and summaries to address cross-functional stakeholders
- Executive presentation that clearly identifies risks and opportunities
- Strategic plan document to support product launch

### Key highlights

- Provided all deliverables in 25 days
- Identified payer inclination to provide coverage, but in a higher tier combined with restrictions via step edits or prior authorizations
- Worked to create a consensus

### Impact

- Client acquired the asset
- Viscadia continues to be the client's partner of choice for urgent yet comprehensive BD&L commercial assessments