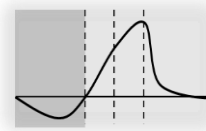


# PMR Informs Product Development Decision



Research-based market assessment reveals opportunity for a novel formulation and provides evidence to guide investment decision for product development plan

## Challenge / Opportunity:

- Product development investment decision to be made - go/no go? If go, which formulations?
- Multiple formulations being evaluated – IV, Oral Sol, Oral Solid or more than one?
- Novel (micro-tab) formulation does not exist on market – lack information on patient and physician preferences
- Need to model NPV for several investment strategies to decide on right path forward

## Our Approach:

- Desk research and 3<sup>rd</sup> party data analysis to model total pediatric market potential – by treatment setting (Hospital, ER, Community); competitor analysis of formulations available today
- Exploratory interviews to deeply understand impact of formulation on treatment decision → segmentation of HCP mindset
- Quant PMR to explore current and expected product use based on multiple scenarios (with / without micro-tab, by trmt setting)
- PMR analysis creates baseline of expected treatment patterns by formulation
- Modeling of preference share (→ revenue) for client product with different combinations of available formulations (4 scenarios)

## Results:

- Gained deep understanding of HCP decision process and perceived value of novel formulation across multiple treatment settings and patient age groups → build model to quantify market potential for different product versions
- Modeled revenue and investment requirement for each product development strategy
- Enabled client to combine \$\$ projections with more qualitative, strategic benefits of developing a novel formulation to arrive at a “go” decision to develop product (pending further technological risk assessment)

