

OPPORTUNITY ASSESSMENT OF A NEW TREATMENT OF AN ORPHAN DISEASE

A client requested evidence-based guidance of the target product profile from both key opinion leaders (KOLs) and payers to advance their asset in product development.

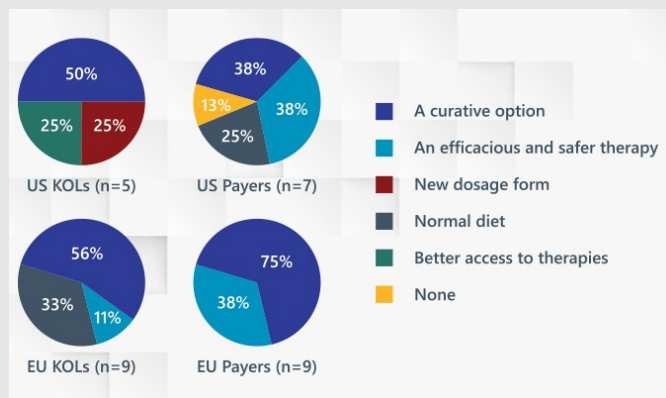
Certara's evidence and access group provided guidance about market opportunity for Product X by estimating its peak share, price and access in the initial indication of relapse/refractory disease and the subsequent indication in newly diagnosed patients.



CERTARA'S EVIDENCE AND ACCESS GROUP PROVIDED GUIDANCE ABOUT MARKET OPPORTUNITY

In-depth interviews with 30 KOLs and 16 payers in the US, France and Germany.

- Diagnosis and treatment of this rare disease in 3 markets highlighting similarities and differences
- Estimates of prevalence and distribution of patients by disease type
- Comprehensive product assessment by KOLs and payers and expected utilization
- Price recommendation by market
- Findings were used by the client to plan the Phase III deliverable
- The Client gained organizational alignment on a price and access case that provided the client with an upside to their internal forecast, supporting additional investment in evidence-generation to achieve that upside case



CONTACT US TO LEARN MORE

[HTTPS://WWW.CERTARA.COM/COMPANY/CONTACT/](https://www.certara.com/company/contact/)