

Saving our client the headache of \$80m unwise spend

KANTAR HEALTH

The catalyst for
successful decision
-making in the life
sciences industry

Challenge

Our client, a specialty pharmaceutical company, approached us for help in evaluating licensing opportunities for a migraine product that was of strategic importance to their portfolio. Although the product was already differentiated in terms of safety, with a favorable profile for migraine patients exhibiting cardiovascular risk, it was to go off-patent within three years. The client wanted a full risk analysis to support their intended \$80 million investment for the short time they had exclusivity.

Process

As a first step, we developed a migraine epidemiology tree to define the relevant patient segments using the National Health and Wellness Survey (NHWS), which is the world's largest global self-reported patient outcomes database. This quantified all patient segments that might use migraine products, subsetting the patients into those with CV risk and those without. We were able to provide further granularity by taking these subsets and distinguishing the segment that used Rxs and those that did not. Each patient segment was quantified to show clearly the market size.

Finally, we looked at the most relevant patient segments' prescription use, attitudes toward taking medication and insurance cover. This data was correlated against comorbidities for these segments.

Outcome

We established that the potential patient population was small with respect to the price that the market would bear and an assumption of the clients' investment costs over such a short time, too small to support their intended \$80 million investment.

Catalytic moment

Our expert and incisive analysis and our unique ability to identify and size a granular patient segment important to the client cut through many layers of complexity. We presented a clear picture of the market landscape and recommended that the client not proceed with the investment. This bold approach saved them considerable expense.

Specific RX therapies used

- Triptans only (Net)
- Non-Triptans only (Net)
- Both Triptans and non-Triptans

