



## A CRITICAL MOVE

### PHARMA MARKET OPPORTUNITY ASSESSMENT KEY FOR DEVELOPING WINNING LAUNCH STRATEGIES

#### THE CHALLENGE

A global pharmaceutical company possessed a diverse portfolio of assets in early launch phase with approvals in APAC expected within the next three to six years. Each of the products under evaluation had promising early stage clinical outcomes for complex indications, including cardiovascular, metabolic, women's health and oncology.

The company sought to determine potential for each product across multiple reimbursed markets to develop impactful short and mid-term strategies, asking:

*Is there a market for these products?*

*Who are the stakeholders and where in the treatment algorithm will the products most likely be used?*

*How can we capture the opportunity?*

The company engaged Kantar Health because of its strong experience in pharma market opportunity assessment to address these core questions.

#### THE KANTAR HEALTH DIFFERENCE

Kantar Health employed its industry leading Marketing Insights assets, the foundation of our expertise, and solutions spanning the product lifecycle which have been applied to hundreds of product engagements globally.

Success in this engagement hinged on several key factors. First, strong knowledge

of the therapeutic areas and market dynamics was essential, as multiple specialist products would need to be evaluated across a wide range of physician types and different countries.

Second, a commercial mindset to ensure that short and long-term implications were identified, as some products were first-in-class while others niche geared toward specific sub-indications.

Finally, given the extensive amount of data generated, this engagement required an analytical framework that considered both scientific and commercial implications.

Kantar Health developed a consistent methodology across the products, including targeting key stakeholders involved in treatment. This enabled us to bring the treatment approach to life by mapping out patient characteristics and suitability for our client's products, and an Analysis and Outcomes framework that addressed each of the key objectives.

Our results answered the client's key questions, reported in concise, visually engaging deliverables and presented during an active focused regional client workshop.

Additionally, our commercial mindset anchored in scientific knowledge empowered our client to set internal expectations of launch potential, prioritize investment, and initiate launch preparation for the assets identified to have the most attractive opportunities.

## AT A GLANCE

Managing pharmaceutical products can be just like chess – you always need to be thinking many moves ahead to be successful.

In the pharmaceutical arena, effective market opportunity assessment is a critical move that will help you develop a winning launch strategy.

FOR MORE INFORMATION, PLEASE CONTACT  
[info@kantarhealth.com](mailto:info@kantarhealth.com)

#### WHY KANTAR HEALTH?

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership. Our advisory services span three areas critical to bringing new medicines and pharmaceutical products to market – commercial development, clinical strategies and marketing effectiveness.