



## CASE STUDY

# Antiviral Long-Range Forecasting

## Business Objective

ThinkGen's client needed to assess the future landscape for antivirals in a competitive market and develop inputs into a 3-year forecast to determine expected performance of a new product within its portfolio.

To inform this decision we mapped the current therapeutic landscape as it pertains to prevalence, typical patient characteristics, current treatment goals/ algorithm, satisfaction with currently available products, and rationale for treatment selection. Forecast inputs were required in specific intervals to help inform the business decision at hand.

## The ThinkGen Solution:

ThinkGen conducted qualitative and quantitative research concurrently to evaluate a series of product profiles in whole (including potential new entrants) as well breaking down each product at that attribute level. A deep dive was conducted into the drivers/barriers regarding key agents and potential new market entrants to help inform adjustments to be made to forecast inputs.

## Results

ThinkGen found that while there still was a market for these specific antivirals, future opportunity was far less than anticipated. There was a slight perceived increase in the value this class of therapies in one patient cohort, representing fresh opportunity that was not previously uncovered. While a higher percentage of patients within this cohort were expected to be prescribed a product, significant barriers remain within the market.

To increase the addressable market, a significant investment would need to be made into expanding perceptions on the appropriate patient types.



## SUMMARY

Our client was able to determine a realistic 3 year forecast and obtained a deeper understanding of the barriers that would need to be overcome to create a viable business case for this product.

