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Using PBDC to Forecast Demand for Injectable Gonadotropins

Business Objective

To support the launch of two new injectable gonadotropins, our client, a global leader in reproductive medicine, requested a demand forecast simulator.

Our research aimed to accomplish the following objectives:

- Identify current prescribing patterns for injectable gonadotropins, taking into account each of three primary procedures: egg freezing/donation, IUI and IVF.
- Assess the impact on prescribing habits once client's two new products were released, including from which sources they would gain market share (i.e., source of share).
- Identify the patient groups who would be the most and least likely to be prescribed these new products as well as what percentage of the market they represent.

The ThinkGen Solution

Step 1: Determining the appropriate approach

Knowing we would be working with a limited sample, due to the highly specialized nature of the audience, we proposed patient-based discrete choice, which could leverage fractional factorial design and analysis to increase our number of observations and create a more stable long-term forecast than traditional prescribing allocations.

Step 2: Evaluating patient profiles

By using PBDC, ThinkGen was able to optimize the value of N=88 respondents. Respondents evaluated five unique patient profiles during a 25-minute online survey, which generated data for N=440 hypothetical patients and N=1,320 use cases. ThinkGen collaborated closely with our client to ensure the patient attributes included in the PBDC exercise were representative of real-world prescribing situations.

AT A GLANCE

Methodology
Patient-Based Discrete Choice (PBDC)

Stakeholders Recruited
Reproductive Endocrinologists and Infertility Specialists

Countries
United States

Therapeutic Area
Reproductive Medicine

Results

Using secondary market data provided by our client to calibrate raw data, ThinkGen developed an Excel-based forecast simulator featuring multiple user-defined inputs, such as:

- New product launch dates
- New product dosing options
- Monthly rates of uptake / adoption
- Average selling price (ASP) of new products
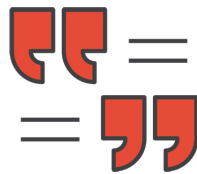
Although many insurances are now covering some – or all – assisted reproductive procedures, there are too many that still don't. Therefore, cost remains extremely important factor to consider.

- Physician Verbatim

Summary

The results ThinkGen delivered allowed our client to forecast demand for their two new products. Even with the low number of qualified participants, the collection of N=440 patient-level data points gathered by PBDC allowed for predictions within a 1-4% confidence interval for both products.

Overall, our results helped our client to make more informed decisions as they began to prepare marketing budgets and production schedules for the upcoming launches.

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For more information, visit **think-gen.com.**