

# Accurately predicting product demand against order of entry scenarios

**KANTAR HEALTH**

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

### Challenge

A mid-sized pharmaceutical company was in phase three with a novel agent for an under-served market. There was no real market leader and the high level of unmet needs in the market suggested market share was ripe for the taking. Two competitors had also reached phase three at the same time as our client, with one of them seeming likely to have a significant efficacy advantage. Since the clinical trials for all three products were in progress, the clinical profiles were not fully clear. Another significant challenge was that it was difficult to predict the competitors' launch sequence and the impact this would have on the commercial success of each of the products in development. Our client had the option to either launch early before the results of all trials were available or wait until the data was available and to launch with a more complete clinical dossier.

### Process

We designed a robust and flexible model using our proprietary Demand Calibration and Sequence Modelling tools to calculate demand for all three products, with varying attributes and levels and assess the products under any order of entry scenario. Our solution helped the client not only understand whether they would make the sort of return they wanted if their product was not the first to market but also to identify the clinical attributes/endpoints that would best differentiate their product from competitors, regardless of its time of entry to market.

### Outcome

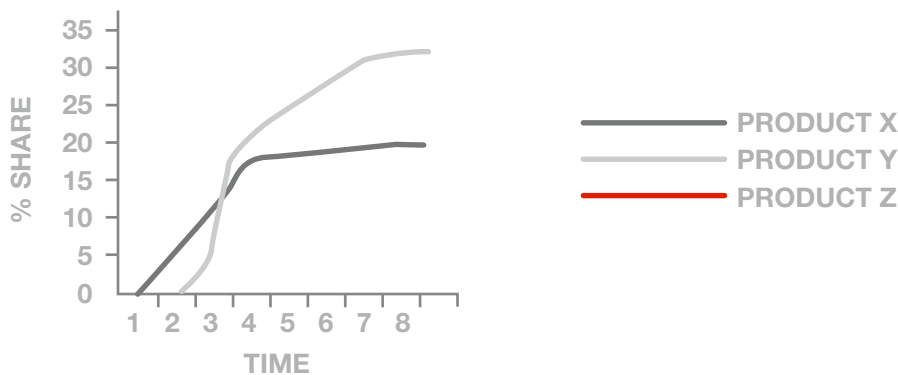
We recommended that they launch the product early prior to getting the results of their last clinical trial data because gaining the first market position was shown by our models to outweigh any benefit gained from having these final results. The dynamic tool we devised for them could also be used by the client to predict the impact of future competitive events and trials among competitors.

### Catalytic moment

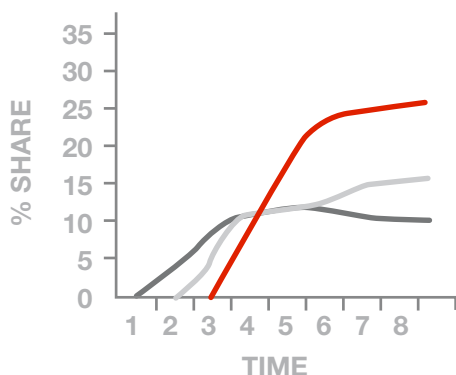
"Kantar Health's ability to accurately assess order of entry in a completely unique way helped us predict the opportunity for our new product under various launch and clinical trial scenarios, and identify what product characteristics would be most important to commercial success. The approach they recommended was unexpected but delivered great results. "

## WHAT IF...

### PRODUCT Z DOES NOT LAUNCH



### PRODUCT Z LAUNCHES AT T3



### PRODUCT Z LAUNCHES AT T6

