



CASE STUDY

Dermatologic Opportunity Assessment

Business Objective

ThinkGen's client needed to evaluate the drivers and barriers affecting the use of two assets and assess their market potential in two dermatologic conditions.

To inform an acquisition decision, we needed of this research is to map the current landscape as it pertains to prevalence of these two conditions, typical patient characteristics, current treatment goals/ algorithm, satisfaction with products in development, and rationale for treatment switches.

The ThinkGen Solution:

ThinkGen conducted qualitative and quantitative research concurrently while assessing 3-4 target product profiles on prescribing behavior, treatment decisions, and future intentions. In addition, we performed a deep dive into the drivers/barriers and concerns among both products and competitors of interest.

Results

ThinkGen found that a high unmet need existed within these therapeutic areas as satisfaction with current treatment options was low to neutral, with many HCPs adopting a “trial and error” approach. HCPs are likely to adopt treatments in development assuming they hit on key clinical endpoints in time to therapeutic effect, symptom relief, and overall efficacy.

Two red flags were noted on potential patient refusal to comply and access/insurance challenges based on analogues that exist within the market.

SUMMARY

Our client was able to understand the market landscape and opportunities surrounding the products being developed. Pros and cons were mapped allowing them to make an educated go/no go decision understanding any risks associated with the decision.

