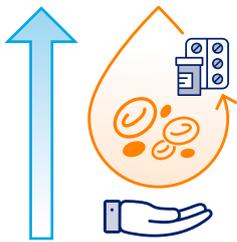


In-licensing Opportunity Assessment in a Subsegment of Anticoagulant Agents for the EU-5 Market

Our client, a **renowned European pharma company**, was interested in an **in-licensing opportunity** to drive its **future growth** while achieving **significant commercial synergies**. To understand the sales potential and what value could be unlocked from this opportunity, Alira Health performed a **thorough analysis to assess market dynamics** and the **agent's strengths and weaknesses**, along with **adoption drivers and restraints** due to its novel use case.

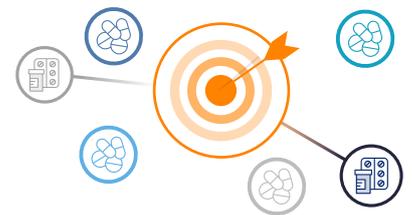
1. MARKET LANDSCAPE ANALYSIS AND PATIENT POOL DETERMINATION



Anticoagulation market is becoming more and more sophisticated due to the emergence of new MoAs **Mechanism of Action*



However, not all patients can benefit equally from these new therapies due to the potential side effects, which can be life-threatening when they occur



The determination of those patients at high risk was key to estimate the addressable patient pool of this agent that our client was interested in licensing

2. CLINICAL REVIEW & MARKET UPTAKE METHODOLOGY



The clinical review enabled Alira Health to evaluate the agent's strengths and weaknesses vs. other solutions

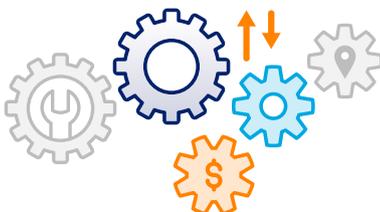


The agent's peak market share was estimated based on the differentiation level of various key clinical parameters adjusted by their relevant importance



Other factors were also considered when estimating the final volumes, such as the concentration of current care facilities and inventory management

3. MULTI-SCENARIO SALES FORECAST



Due to the lack of comparators, pricing levels and sustainability remain uncertain and subject to each country's Health Technology Assessment (HTA)



Alira Health identified 16 possible scenarios and probed into the three most representative ones in order to pressure test the business case



The three sales forecast models shed light on the peak and cumulative sales based on estimated launch dates, allowing the client to make an informed decision on the investment case

Alira Health helps you understand market landscape dynamics, gain key insights all while assessing your in-licensing opportunities. By uncovering opportunities and exposing red flags and areas of risk, we equip you with vital information to make **strategic decisions with confidence**.



Please contact us for more information

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