

CASE STUDY

# Go-to-Market Model



## DETAILED PATIENT-JOURNEY TRACKING AND FORECASTING FOR RARE DISEASE THERAPY

A specialty pharmaceutical company was planning to launch an oral prescription medication for treatment of seizures associated with a rare pediatric disease. The market landscape included several non-pharmacological therapies and non-targeted drugs.

Viscacia was asked to design and build a go-to-market forecasting model for tracking patient journeys and projecting demand on a weekly basis.



Helped the client predict patient journey and product demand for a therapy in a \$1B rare diseases market



## CHALLENGES

### Complex fulfillment process

Modeling several steps in the patient fulfillment funnel of a small patient population including REMS, echocardiogram assessments, and payer benefit verification

### Lack of history

Formulating forecasting KPIs reflective of the entire population from a small sample size

Building confidence on key forecast drivers

### Pandemic impact

Re-assessing pipeline forecast after product launch amid COVID-19 pandemic

Refining patient fulfillment assumptions to adjust for the impact of restrictions due to the pandemic



## APPROACH

### Patient fulfillment pathway mapping

Conducted detailed stakeholder discussions to understand and define various potential patient journey pathways

### Queue conversion modeling

Tracked the patient acquisition forecast in the model by incorporating average patient-journey time across different pathways

### Short and long-term patient forecasting

Assessed therapy-area nuances, patient segments, clinical and commercial drivers of product usage, and estimated both near- and long-term KPIs

### Variance analysis

Triangulated forecasts against actual weekly data, refined forecast assumptions, and facilitated monthly and quarterly forecast updates

### Cross-functional insights and planning

Mapped the forecast model back to HCP segments for targeting, creating guidance for sales teams and optimizing patient access efforts



## OUTCOMES

### End deliverables

- Viscadia Patient Diagnostics Dashboard (*Refreshed monthly*)
- Viscadia Regional Forecast Models (*Refreshed weekly*)

### Key highlights

- Enabled leadership to track and incorporate trends from the actual patient data into forecast planning and goal setting
- Facilitated patient analytics to answer post-launch business questions faced by C-Suite leadership for board meetings and earnings calls
- Helped commercial leaders quantitatively simulate what-if scenarios to assess market trends during COVID-19

### Impact

- The forecast model enabled comprehensive and intuitive evaluation of key performance indicators and helped drive stakeholder decisions
- Established Viscadia's forecast platform as a go-to tool for simulating forecast scenarios by senior leadership
- Allowed the commercial team to detect bottlenecks in the patient fulfillment process in real-time