

**What We Did:** Developed an exhaustive dashboard containing critical information like competitive landscape, competitor assessment, planned positioning for a large pharmaceutical company

**The Impact We Made:** Increased molecule rejection rate (internal) from 44% to 62% which led to cost savings and lesser rejections at a later stage

### Summary - Opportunity assessment for new drugs

Mu Sigma developed a market assessment dashboard for a large pharmaceutical client to gauge sales potential of its upcoming molecules. The client wanted to pursue two of its pipeline molecules for various oncology indications in major geographical locations. However, the client had faced suspension of some clinical trials in the past. Also, some of its molecules were withdrawn from development due to unmet objectives. Hence, the client sought intelligence to understand market needs and whether a molecule is worth pursuing, to avoid rejections at a later stage.

The dashboard assisted the client with better pipeline management and effective decision making. It also led to an increase in molecule rejection rate (internal) from 44% to 62%, moving molecules with higher chances of success further in development cycle. The results of FDA acceptance are yet to be realized.

### About The Client - Large pharmaceutical company

The client is one of the leading pharmaceutical company in the world which engages in research and development, manufacturing and marketing of pharmaceutical drugs (principally in the prescription market) across several therapeutic areas like oncology, diabetes, internal medicine etc.

### The Challenge - Significant changes in market conditions

The oncology market has seen increased competition in the past few years from existing and new players. Many new molecules/ formulations have been launched, which have a significant impact on the development and positioning of the client's product.

### The Approach - Weighted score for product positioning

To design a Market assessment dashboard, Mu Sigma followed a rigorous exercise of working with stakeholders, understanding relevant factors in a stepwise manner:

- Factors affecting a molecule's development were identified by studying past data, discussion with stakeholders, surveys etc. - Changing competitive landscape and regulatory shifts were identified as major factors to be gauged
- Competitor assessment
  - Secondary market research data was used to identify "in-market" and "to-be" competitors
  - At the same time, product profiling for the competitor's molecules was done
  - Competitor segmentation based on drug developmental status w.r.t client's product positioning was derived
- Any regulatory changes in the market were identified based on initial inputs from third-party sources, government norms and research papers
- Price benchmarking of the various treatment options was also done to come up with a better pricing for new molecules
- Target product profile (TPP) and product positioning was done for the upcoming molecules based on a weighted score (calculated), resulting from the above factors.

### The Outcome – Market assessment dashboard

The market assessment dashboard provided a holistic picture of product placement:

- Competitive landscape gave a "bull's-eye" view about key competitors, their pipeline and launched products across geography
- Timeline-view represented the time/predicted time of launch/approvals/filings of all the products featuring in the competitive sphere in various developmental phases
- Summary view placed client's molecules against a weighted score (derived from factors affecting its growth), recommending its future course

With the dashboard, client was able to reject more molecules (increase in internal molecule rejection rate from 44% to 62%) and focus on the ones which have higher chances of success further in development cycle. The results of FDA acceptance are yet to be realized.

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