

# Evaluate



## Opportunity Review & Portfolio Prioritisation

### CASE STUDY: Indication review and prioritisation for a pharma R&D planning group

**Challenge:** Client's therapy area team had limited R&D budget to invest in a disease area and wanted to select an indication with the optimal level of risk and opportunity.

**Approach:** Evaluate delivered a comprehensive view of the most attractive indications based on commercial and clinical attributes such as levels of venture financing, market access and reimbursement, and competitive intensity.

**Outcome:** The client gained the insights necessary to define their target product profile and indication development roadmap and make a confident, informed investment decision.

