CASE STUDY

Demand Planning for a New Drug/Device Combination

Developing a Sales Forecast Model to Secure Continued Product Investment

CHALLENGE

Our client, a recently acquired biotech company, needed an independent and unbiased 5-to-10-year forecast to present to their parent company on a 3-week timeline.

To advocate for the required investment level needed, they came to GLG looking to commission an independent forecast that included projected client demand in various patient segments and projected U.S. sales in different competitor scenarios.

THE GLG APPROACH

GLG staffed a project team to conduct secondary research on the competitive landscape so that they could develop qualitative and quantitative questionnaires to assess adoption rates by various patient segments.

Once the client approved the questionnaires, the project team conducted qualitative interviews with 20 neurologists to identify adoption and competitive dynamics hypotheses and collected responses from 70 neurologists to assess adoption potential in key patient segments with an online survey.

OUTCOME

Within three weeks of launch, the project team provided the client with: current and future market size, projected 5-to-10-year net sales, target patient segmentation, and key success launch factors.

GLG helped a biotech company plan for the demand of a new drug/device combination by commissioning a forecasting study that combined qualitative and quantitative methodologies.

Why GLG?

Dedicated Service
GLG identified and staffed the project leads: an experienced market researcher and a former operating executive with industry experience in the neurology subsector.

Best-in-Class Populations
GLG sourced 20 KOL-level neurologists for qualitative interviews and 70 neurologists for an online survey.

FEATURED PRODUCTS

GLG Surveys

GLG Projects

Learn more

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision

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