



## Strategy & Portfolio Prioritization

- Development of a corporate product-based strategic plan for a small biotech with a novel drug delivery platform technology
- Analysis of demonstrated practices for success in orphan market to assist big pharma entry
- Identification of potential genetic disorders to target with a novel technology platform
- New indication and formulation strategy for rare pulmonary diseases
- Opportunity identification and prioritization for an orphan drug company
- Evaluation of strategic acquisitions of orphan disease assets
- Lifecycle management planning for PAH drug portfolio



## Product Strategy

- Commercialization roadmap launch of a therapy for an ultra-orphan enzymatic disorder
- Competitive product positioning and clinical development benchmarking for development-stage IPF agent
- Positioning optimization for a novel biopharmaceutical entering a crowded orphan market
- Assessment of clinical development program and resulting adoption implications for a novel biologic therapy targeting PAH
- Marketing strategy to address lack of adherence challenges in cystic fibrosis
- Strategy for a novel anti-TGF beta product's development and commercialization across multiple orphan diseases



## Market Assessment & Forecasting

- Evaluation of US commercial opportunity for a novel biologic therapy in development for the treatment of hereditary angioedema
- Sizing of addressable patient population with rare lysosomal storage disorder and resulting market potential in international markets
- Worldwide market forecast for an ultra-orphan pediatric indication, with an incidence of less than 1,000 globally
- Evaluation of neuromuscular orphan disease areas including Duchenne muscular dystrophy and amyotrophic lateral sclerosis



## Market Access and Pricing Strategy

- Evaluation of international payer systems to assess global pricing potential for ultra-orphan therapy
- Economic analysis of palliative care for patients suffering from a rare and life-threatening disease to justify price of novel therapy
- Implication analysis of various pricing strategies for a novel agent in an ultra-orphan oncology indication
- Benchmarking study of average annual costs of orphan drugs
- System economics and benchmark analysis of pricing flexibility for novel oncology agent
- Pricing assessment of new indications for immunology therapeutic