

Evaluate Custom Services

Customised solutions to help you access, analyse and manage the information you need to support effective decision-making.



CASE STUDY: ACCESS | ANALYSE | MANAGE

Analysing European launch success drivers for a US biopharma company

Challenge

- The company was planning for EMA filings and was seeking intelligence specific to European markets.
- The company needed an objective, evidence-based “outside-in” assessment of the drivers of a successful European launch.
- Specific case study analysis was requested for known comparator products.



Evaluate Approach

- Proprietary Evaluate consensus forecast data and pharma business intelligence formed the foundation of the analysis.
- Evaluate content was combined with targeted secondary research.
- Through a range of parameters, launch “success” was measured for a cohort of drugs.
- The drivers behind these successes were investigated, documented, and compared to identify the key levers that impact launch success.



Outcomes/Impact

- The client gained access to a detailed data-driven analysis of specific European product launch success stories.
- A strategic view of the challenges and approaches taken to overcome them provided the contextual commentary the client needed.
- The client received a best practice toolkit for consideration during its own launch planning process.



Why Evaluate?

- Our services team work with you to translate your business challenge into key data needs.
- Proprietary Evaluate content, including consensus sales forecasts and sales by indication, underpins an evidence-based analysis of launch success.
- Our industry experts provide the layer of interpretation and analysis to draw key insights and take-home messages from the quantitative findings.
- Our analysis framework is designed to your specific needs – including product cohort, success parameters, benchmarking approach, and output format.



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Evaluate is the trusted provider of commercial intelligence including product sales and consensus forecasts to 2022 for commercial teams and their advisors within the global life science industry. We help our clients make high value decisions through superior quality, timely, must-have data and insights, combined with personalised, expert client support.

EvaluatePharma® delivers exclusive consensus sales forecasts and trusted commercial insight into biotech and pharmaceutical performance.

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EvaluateClinical Trials® delivers unique clinical trial intelligence expertly curated to efficiently analyse the global clinical trial landscape.

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EP Vantage an award winning editorial team, provides daily commentary and analysis with fresh perspectives and insight into current and future industry trends.

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Evaluate Custom Services provides customised solutions to help you access, analyse and manage the information you need to support effective decision-making.

The Evaluate services enable the life science community to make sound business decisions about value and opportunity.

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