

Case Study: Atherosclerosis New Product Assessment

Client

This top-ten pharmaceutical company needs to assess the receptivity to a new agent for atherosclerosis as well as the commercial potential.

Two-Phase Approach

A **exploratory qualitative** study of 50 in-depth interviews among three physician specialties was first conducted and was followed by a 45-minute **Internet survey utilizing a conjoint methodology** with 350 physicians.

Exploratory Interviews

The exploratory phase uncovered:

- Current treatment practice for atherosclerosis
- Drivers/barriers for the anti-inflammatory treatment paradigm for atherosclerosis
- Physicians' reactions to the assumed product profile

Outputs included a:

- Preliminary Buying Process
- Preliminary Market Map for Atherosclerosis (below)

Preliminary Market Map

Patient Situation \ Physician Type	Assumed at Risk Patients		Patients Diagnosed with Recognized Risk Factors/ Co-Morbidities		Patients Diagnosed with Atherosclerosis (asymptomatic)		Patients Diagnosed with Atherosclerosis (symptomatic)	
	Monitor risk factors – No Tx	Prophylactic treatment with statins and/or aspirin	Treat individual diagnosed risk factors	Treat all diagnosed & potential risk factors aggressively	Treat all diagnosed/ & potential risk factors aggressively	Treat all diagnosed/ & potential risk factors + surgical intervention	Treat all diagnosed/ & potential risk factors aggressively	Treat all diagnosed/ potential risk factors + surgical intervention
PCPs								
Cardiologists								
Endocrinologists								

Conjoint Internet Survey

This study better defined the findings from the exploratory phase and helped determine the best scenario for maximizing the commercial opportunity while offering physicians a novel atherosclerosis treatment.

Attribute Effect: CV-Event Risk Reduction

