

INFORMED ACQUISITION ASSESSMENT

A Case Study on Current and Future Landscape Assessment

Understanding the Challenge

In 2015, Covance was approached by a European client that was considering the acquisition of an early-stage ovarian cancer therapy product.

The complex patient management and therapy paradigms involved in treating ovarian cancer resulted in Covance being commissioned to conduct specialized market research to help the client fully understand the current and future therapy landscape and hence the potential value of the product.

Solution

Covance contacted leading clinicians in Germany, Italy, the UK and the US from its market access database and interviewed them to gather opinions and expectations regarding:

- ▶ The current and future market for ovarian cancer therapy, including:
 - Current patient management pathways and treatment paradigms
 - Expected future developments in patient management and treatment paradigms, such as management innovations and label expansions
 - Potential future competitors
- ▶ The product's proposed indications, including:
 - The importance and relevance of prospective subgroup positioning
 - Possible and advantageous therapy combinations
 - Market-specific restrictions that may be faced as a result of those indications
 - The necessity for development of a companion diagnostic
- ▶ The product's planned clinical trials, including:
 - Comparators and endpoints that would be relevant to market access authorities in the context of future launch
 - Added clinical value that would be expected from trial results

Value to Client

The research informed our client of not only where the product might fit into the future therapy landscape, but also how the proposed indications might restrict its use in certain markets, and how this would affect launch and market access. Further, insights into the expectations of leading clinicians for the proposed clinical trials gave recommendations on how to shape the clinical trial protocol. The research helped inform the client of the potential for sufficient future revenue of their acquisition.

Learn more about our market access solutions at www.covance.com/marketaccess

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The Americas + 1.888.COVANCE + 1.609.452.4440
Europe / Africa + 00.800.2682.2682 Asia Pacific + 800.6568.3000

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