

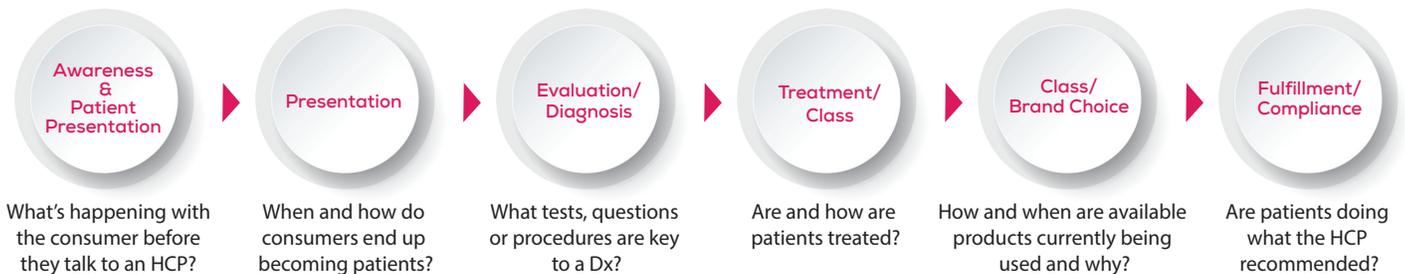


## Key Business Question: How do I optimize successful product development?

One of the most critical pieces of a successful product development strategy and clinical plan is having a comprehensive view of the market environment. This requires an understanding of the current market situation your product is targeting and anticipating how that market will evolve when your product enters the market – A Situation Analysis and Opportunity Assessment. Researching, analyzing and assembling this knowledge will help you to assess and understand the true market opportunity.

An effective Situation Analysis and Opportunity Assessment strengthens a product’s ultimate value proposition. An early situation analysis assesses, informs, and identifies those value propositions that resonate with all of the key stakeholders for successful commercial development of your product candidate.

While the first assessment relies on basic desk research, facts and figures of the market and it’s segments, in order to validate hypothesized critical success factors a more thorough assessment via qualitative market research and data analysis solidifies the compelling product story. The product story centers around the journey of the patient, from early symptom recognition, through physician interactions, to receiving the first dose of the product. The Patient Journey identifies customer engagements and insights, as well as key potential leverage points along the process by investigating 5 elements: awareness, origination, evaluation, treatment, and fulfillment.



Assessment of the current treatment paradigms and the competitive landscape associated with your product enables you to identify, as well as verify, trends and unmet market needs. The output is a Situation Analysis of the current market, its trends, and the behaviors of healthcare providers, healthcare consumers, and payers.

Guiding a product candidate for successful commercialization uses increasing levels of data and detail with insight-driven analysis, first conducted at a high level and further broke down into an in-depth, detailed and well-coordinated plan derived from both primary and secondary market research. The additional insights gleaned from research culminate in a full Opportunity Assessment that should be used to guide the evolution of a product development plan.

A critical analysis of the current market situation leads to the formulation of hypotheses the team further explores and validates to inform and evolve a product’s clinical plan. With this information, the Opportunity Assessment helps to outline the supporting evidence essential to aid the path to market for your product, aligning with key stakeholder feedback, the competitive assessment, and your product valuation.

The Situation Analysis and Opportunity Assessment is highly product-specific market research, and the first step to inform your strategic product business plan. A strategic business plan will provide a 3-5 year roadmap for the development and future commercialization of your product.

Let the New Perspectives team share with your organization our streamlined market assessment tools, Insight Perspective™, the breadth of our knowledge and experience, and our skills to help your company design efficient and effective strategies to execute your product and commercial vision.