

Case Study: Indication Prioritization

Aligning on Priority Indications for an Early Asset

Highlights

- Indication prioritization for early stage asset
- Commercial insights within all high priority tumors
- Quantitative rNPV approach
- Cross-functional alignment on development path for early asset

Example: Prioritizing Indications for Early Asset

	Indication 1	Indication 2	Indication 3	Indication 4	Indication 5	Indication 6	Indication 7
Treated Patient Population (G7)	~200K	~100K	~50K	~25K	~20K	~15K	~10K
Order of Entry	3rd	2nd	2nd	1st	1st	2nd	1st
Differentiation	✓✓✓	✓✓	✓✓	✓✓✓	✓✓	✓	✓✓
Competitive Intensity	●	●	●	●	●	●	●
Technical feasibility	●	●	●	●	●	●	●
External Assessment	●	●	●	●	●	●	●
rNPV	\$802M	\$755M	\$433M	\$236M	\$288M	\$36M	\$68M
Productivity Index	4.7	4.1	6.8	2.1	3.2	5.1	8.7

SITUATION

The clinical and commercial teams in the oncology division of a Top 20 pharma company were struggling to align on which indications to develop their early stage assets in. As a result, most of the company's Ph1 trials were large, all-comer trials, which slowed product development and eliminated many fast-to-market opportunities.

Artisan was brought in to help identify commercially viable indications and development pathways for an early asset and foster cross-functional alignment.

ARTISAN APPROACH

Artisan conducted an impartial, objective evaluation of the market landscape for 8 high priority tumor types, taking into account development costs, risks, and commercial opportunities within each clinically viable indication.

- We worked closely with the clinical team to incorporate preclinical understanding of the asset into tumor prioritization.
- We aligned with the product team on prioritization criteria and developed comprehensive market landscape assessments for each tumor, including early TPPs and commercial valuations.
- We facilitated a day-long cross-functional workshop with representatives from clinical, commercial, regulatory, and market access with the goal of aligning on tumor priorities, development plans in each high priority indication, including go/no-go criteria and combination strategies.

RESULTS

The product team aligned on the proposed development strategy for the asset and were able to begin a Ph1 trial in 3 targeted indications.

The team developed a clear development path through registration and could clearly articulate the asset's value proposition within each indication.

Customized Strategy

Cross-Functional Alignment

Clear Path to Registration