CASE STUDY

Pricing and launch sequencing strategy for a portfolio of infectious disease assets

The challenge

Optimising return on investment across a portfolio of assets requires consideration of overlapping and interlinking factors that impact overall revenues and costs. Our client sought a portfolio value strategy for an infectious disease, with each asset being launched sequentially as add-ons to a combination regimen.

Our approach

- Evaluated how launch sequence impacted pricing for analogue portfolios and investigated the future competitive landscape.
- Estimated willingness-to-pay for the client's sequential portfolio was through stakeholder pricing research.
- One-day workshops with the global cross-functional team helped to refine launch-sequence scenarios, where each scenario was evaluated for the impact of each asset on cure rates.
- Forecast modelling to analyse the cost and value of cure at each iteration of combination.

How we made a difference

- The recommendations from this project informed a decision to alter the planned launch sequencing.

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