I. Client's Objective

- Therapeutic program strategy team at an international pharmaceutical company sought to develop aspirational neuropathic pain (NP) target product profiles (TPPs) and evaluate two potential early stage assets

II. Lumleian's Perspective

- Successful entry into a complex therapeutic area such as that for NP requires an acute understanding of the market. Lumleian's expert scientist-consultants can synthesize secondary research for a comprehensive audit of the scientific, clinical, and commercial NP space

- To supplement the current market overview, a combination of targeted KOL focus groups and physician interviews can help our team identify unmet needs and understand clinical trends to develop target product profiles that will be successful in the future NP market.

III. Client Result

- Data-driven market analysis: Client was not only presented with therapeutic area overview, but also a complete analysis of 20 distinct NP disease states so it could consider the advantages and challenges associated with each subdivision of the market

- Actionable deliverable: Client was armed with multi-scenario asset forecasts and a strong grasp of future market trends to design a forward-thinking clinical development strategy for one asset and recognize the hurdles they need to overcome with another potential asset

IV. Engagement Summary

Evaluate Clinical Landscape

- Classified and profiled 20 disease states within the NP therapeutic space:
  - Clinical presentation & pathophysiology
  - Current diagnostic paradigm
  - Market size & disease burden
  - Current treatment options & unmet need
  - Patient population characteristics
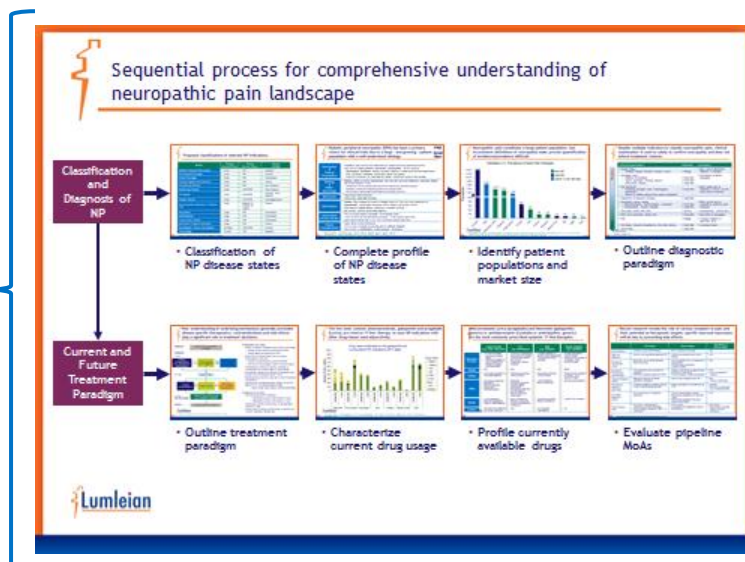
IV. Engagement Summary

Characterize Current and Pipeline Therapeutics

- All mechanisms of action currently being explored for treatment of NP were analyzed based on:
  — Scientific merit
  — Development challenges
  — Competition
  — Physician perception

KOL Focus Groups and Physician Interviews

- Three geographically diverse KOL focus groups and interviews with neurologists and pain specialists provided information about the need for and potential adoption of novel therapies
- Insights gleaned from physician interviews guided development of four target product profiles
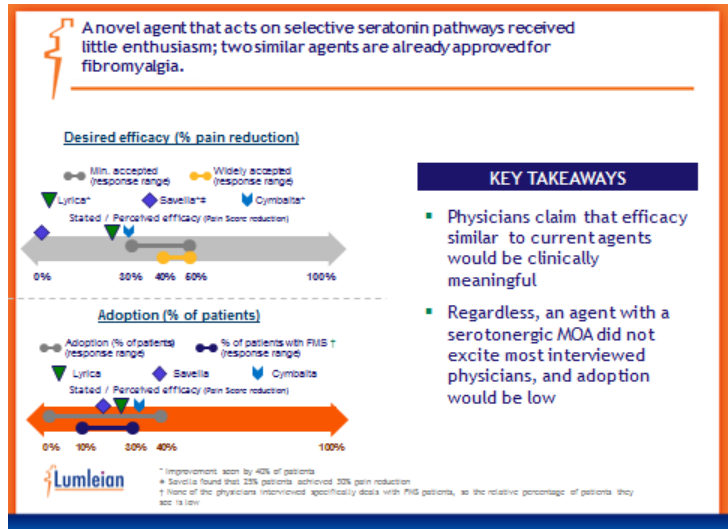
Market Forecasting

- High-level financial analysis and forecasting of each TPP and the client's portfolio as a whole under multiple scenarios provided client with knowledge needed for confident go/no-go decisions