

# Advanced NSCLC and GC Market Forecast

Patients- and Sales- based Forecast



## Client

Industry background  
**Pharma**



## Therapy Areas

Indication  
**NSCLC and GC**



## Product Type

Category  
**Umabs (Monoclonal  
Antibodies)**



## Scope

Markets  
**US, EU5, China and  
Japan**



## Team

### Specialization

Dedicated Team  
**Forecasting and PMR**



## PMR Insights

Key Stakeholders

- Radiation Oncologists
- Surgical Oncologists
- Medical Oncologists
- Pulmonologists



## CLIENT OBJECTIVE

Gain insights on NSCLC and GC disease epidemiology at a global and regional level



The client is one of the top global manufacturers of oncology products wanted to forecast Advanced NSCLC and GC Market with focus on main aspects as below,

- Develop information on epidemiology of advanced NSCLC and GC indications including incidence, prevalence, drug treatable patient by segments
- Emerging target gene and MOA with clinical stage of development
- Future treatment algorithm capturing emerging biomarker and MOA
- Patients and sales forecast by histology, biomarker, and MOA

## Table of contents of final deliverable; -

- Competitive Analysis
  - Future Competitive Landscape
  - Drug Target Mapping
  - Unmet Needs and Pipeline Product Profiles
- Treatment Algorithm
  - Current Treatment Guidelines - NSCLC
  - Future Dynamics in Diagnosis & Biomarker Testing
  - Future Treatment Guidelines – Adv. NSCLC
- NSCLC and GC Market Forecast
  - General Forecast Assumptions
  - Forecast Methodology
  - Patient Share Estimation - New & Existing Products Forecast Results



## OUR APPROACH

A comprehensive approach has been designed to get in-depth understanding of the NSCLC and GC market in EU5, US, China, Japan along with future implications.

eQuantX developed a comprehensive forecast model and independent Advanced NSCLC and GC Market insight reports from a series of data-gathering and insight-generation events supported by our unique network of global key opinion leaders and specialists (eGlobalPMR)

## Inputs

Forecast inputs were derived from deep dives with 40+ key opinion leaders and other stakeholders discussing and debating the current and future clinical landscape, treatment paradigms, management of lung cancer patients, drug development, and other insights



## Deliverables

### Format

**Automated Dashboard (MS Excel) & Summary Report (PowerPoint)**

### Uptake

The patient shares for the pipeline products will be estimated based on the target biomarker (%), line of therapy and launch sequence by country. For the uptake of the biomarker targeted products, a hybrid uptake curve of the erlotinib, gefitinib (except US) and crizotinib is considered. Specific launch sequence of the product by country will be considered

### Peak Share

**Common factors considered for peak share estimation of pipeline: -** Efficacy parameters (PFS, OS and ORR), safety (Grade 3/4, SAE), order of entry, presence of mutations or resistance in previous line of therapy, line of therapy being evaluated (1st, 2nd, 3rd, etc.), pricing/ annual cost of therapy, compliance (dosage formulation, dosage frequency and country type) etc.



## RESULTS ACHIEVED:

Using information from the forecast model and insight's reports, our client was able to build successful product sales projections, revenue analysis and long-term planning.



The client leveraged eQuantX forecasting platform which provide better handling of real-time patient level data as well as the often-complex patient journey through therapy.

The report provided the relevant information required to build the strategy for their new product development and commercialization, and an expert overview of the current and future treatment landscape, competitors analysis and management of patients.

Strategic insights specific to the client's product were also included, highlighting the current market is likely to evolve based on factors such as patient population growth, key market events, innovations in development, emerging competitor products, and changing payer positions, government policy and standards of care.



## About eQuantX

**Valued Partner and Consulting Service Providers to Life Science Companies Preparing for the Future Healthcare**

eQuantX Pharma Analytics Solutions stands as a pioneering force in the technological landscape, specializing in delivering cutting-edge analytics solutions to the pharmaceutical industry. Our distinguished team, comprising experienced researchers, data scientists, pharmacists, and software developers, positions us at the forefront of the digital transformation within the pharmaceutical sector. We are dedicated to driving innovation and delivering tangible results. Our extensive service offerings span a spectrum of capabilities, including providing support to global pharma companies in competitive intelligence, market access, pricing and reimbursement support, asset valuation and forecasting, data analytics support, patient analytics, HEOR support, and real-world evidence generation support. With a global presence, our strategically located offices ensure accessibility and collaboration. At eQuantX, our mission is to equip pharma leaders with the tools and knowledge needed to navigate the complexities of healthcare. As we pursue our vision, we aim to become the leading global pharma consulting company, bringing innovative solutions and fostering positive change throughout the healthcare industry.

Learn more about our transformative approach and global impact on our website.

[equantx.com](http://equantx.com)

**US** 📍 183 – Asylum Street, Hartford, CT-06103, US 📞 +1 (267) 244-6955

**EU** 📍 Essen, Germany 📞 +49-151279658

**India** 📍 B2-1050, Spaze i-Tech Park, Sohna Rd, Gurugram, Haryana, 12200 📞 +91-88605-42603