

CASE STUDY

Chronic Obstructive Pulmonary Disease (COPD) - Global Market Outlook

Competitive Landscape



CLIENT OBJECTIVE

The client is one of the top global manufacturers of pharma products, focused on creating breakthrough treatments for respiratory disease, wanted to have **comprehensive understanding of the COPD disease area landscape and changing market dynamics with respect to the current & future market events**, with focus on main aspects as below,

- Incidence, prevalence, diagnosed & treatment eligible patient pool
- Patient share by disease characteristics
- Current clinical practices and future treatment paradigm
- Product attribute and unmet need analysis
- Emerging therapies and market potential

Comprehensive analysis of the global COPD market provides the in-depth landscape of the disease, a holistic understanding of the disease, its epidemiology, and the market, forecasts for the COPD market across key regions, by therapy till 2035. Additionally, approved product profiling sheds light on prominent COPD treatments, and emerging therapies are examined for future trends

EPIDEMIOLOGY RESEARCH

Historical and forecasted epidemiology trends in key markets including US and EU5, covering incidence, prevalence, diagnosed and treatment eligible patient pool

CURRENT CLINICAL PRACTICES

Drug utilization and analysis on the current clinical practice, KOL perspective on upcoming therapies, estimated TPP for pipeline assets, clinical characteristics upcoming therapies and future treatment paradigm

MARKET DYNAMICS

Market aggregation on COPD assessment and diagnosis, estimation on persistence, compliance, adherence and a historic view of changing market dynamics at product level

METHODOLOGY

Secondary Research

The secondary research methodology employed a systematic approach. Firstly, research questions were carefully defined, aligning with the specific indication and report requirements. Subsequently, a thorough exploration of worldwide references, both paid and free, was undertaken to identify an inclusive secondary data set. The identified data set underwent meticulous evaluation, addressing critical aspects such as the original study's aim, data collection entity, employed measures, timeline, and methodology, culminating in a comprehensive final evaluation.

The next step involved the preparation and analysis of secondary data, where eQuantX analysts extensively referred to a diverse range of sources, including news platforms, research publications, regulatory bodies, clinical trial registries, and various other reputable outlets.

This comprehensive approach ensured the collection and validation of information from a multitude of sources, contributing to the depth and reliability of the research findings

Primary Market Research

Conducted with a systematic panel administration process, primary research by eQuantX involved continuous lead generation, shortlisting of leads through desk research and industry references, profiling of respondents via structured questionnaires, and setting clear expectations for interaction frequency and topics of interest. Notably, the panel management system employed by eQuantX ensured continuous monitoring to maintain an active and relevant group of respondents while removing inactive members. This approach enhanced the research's depth and reliability by facilitating ongoing engagement with a panel comprising 8000+ physicians, providing valuable Key Opinion Leader (KOL) insights on current and future treatment paradigms



PMR Insights, Key Stakeholders

- ✦ Pulmonologist: 22
- ✦ Primary Care Physician (PCP) : 10
- ✦ Payer: 12
- ✦ Sales and Marketing Professional: 10



Scope Markets, US, and EU5

RESULTS ACHIEVED:

eQuantX' research provided client the comprehensive insights into current and future treatment paradigms for COPD, empowered the client's research and development team to identify unmet needs, explore innovative therapeutic approaches, and potentially contribute to the development of novel interventions, enhancing the competitiveness of their portfolio

Leveraging the unique panel management system, the research facilitated ongoing engagement with a panel comprising specialists treating respiratory diseases. The KOL insights enabled the client's sales and marketing teams to build engagement strategies by better understanding physician preferences and opinions, which contributed to more effective communication and collaboration

Provided a detailed understanding of the competitive landscape to facilitate a smoother pathway for product development, regulatory approvals, and market launches

[LEARN MORE >>](#)

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

www.equantx.com

 088605 42603

 www.equantx.com

 B2-1050, Spaze i-Tech Park, Sohna Rd, Gurugram, India 122002

About eQuantX

Our extensive service offerings encompass a spectrum of capabilities, 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. As valued partners and consulting service providers, we assist life science companies in preparing for the future of healthcare