



## Efficient market sizing across multiple indications

### Streamlining opportunity assessment: quick market sizing across hundreds of diseases.

The business development team at a global pharmaceutical company faces the daunting task of evaluating numerous proposals for partnerships, licensing opportunities and potential acquisitions.

The team's primary responsibility revolves around conducting an initial screening of partnership opportunities, filtering through proposals to identify those with the most promising market potential.

Gauging market  
potential with trusted  
epidemiology insights.

## Challenges

Identifying viable investment opportunities is a multifaceted challenge. With the pharmaceutical landscape evolving rapidly, the company needs efficient methods to assess the potential of these opportunities while ensuring accuracy and reliability in their decision-making process.

The team's role entails sifting through numerous proposals and conducting preliminary assessments to determine which opportunities warrant further analysis. To effectively assess whether proposals merit pursuit, they must accurately gauge the size of the addressable market for each opportunity.



### Time constraints

Time is of the essence, and the team requires tools that enable quick yet comprehensive assessments of market size.

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### Data reliability

Ensuring the accuracy and reliability of data is paramount, as the team's screening decisions serve as the foundation for subsequent analyses.

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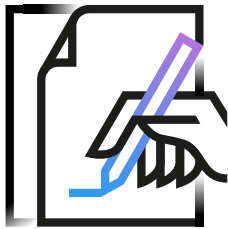
### Broad insights

The team must accurately assess the market potential of opportunities across a diverse range of disease indications, including rare and little-understood diseases.

## Solution

The company leverages Epidemiology Intelligence™ as a central resource for market sizing analysis. A comprehensive source of patient population intelligence, Epidemiology Intelligence provides a unique combination of broad incidence and prevalence data with deep-dive indication-specific forecasts.

To facilitate an initial screening process based on market size, the team relies on the Incidence and Prevalence data on Epidemiology Intelligence that provides a comprehensive review of epidemiology literature across a vast spectrum of diseases, equipping them with the following capabilities:



### Efficient market sizing

The literature review on Epidemiology Intelligence provides the team with quick and reliable market sizing insights, enabling them to screen the commercial potential of partnership opportunities promptly.

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### Rare disease coverage

The literature review offers a high-level overview of incidence and prevalence data across more than 1,200 indications and procedures, including information for rare and niche diseases that may be hard to source elsewhere.

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### Increased productivity

The team uses the Incidence and Prevalence data on Epidemiology Intelligence to expedite the research process; fully sourced report summaries provide quick estimates and reduce the amount of time spent searching through article reviews.

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### Data confidence

With report summaries of peer-reviewed research written and curated by epidemiological experts, and subgroup reports providing added detail about the disease, the team has confidence in the accuracy and integrity of the information.

### Impact

By leveraging the Incidence and Prevalence data on Epidemiology Intelligence as a resource for initial market sizing, the team has enhanced its ability to evaluate many potential opportunities effectively. Armed with reliable data and streamlined research processes, the team can quickly make confident recommendations for further analysis.

Once initial screenings are completed, the most promising opportunities are prioritized for further analysis and due diligence. For this more rigorous assessment, the company relies on the detailed population forecasts on Epidemiology Intelligence to conduct in-depth market sizing analyses to support the evaluation of business opportunities.

**"The platform's user-friendly interface and comprehensive database have significantly expedited my research process, allowing me to quickly assess the size of patient populations for multiple diseases. With access to incidence and prevalence data for hundreds of diseases, I can confidently gauge market opportunities."**

Business development professional

## About Clarivate

Clarivate is a leading global information services provider. We connect people and organizations to intelligence they can trust to transform their perspective, their work and our world. Our subscription and technology-based solutions are coupled with deep domain expertise and cover the areas of Academia & Government, Life Sciences & Healthcare and Intellectual Property.

### Find out more

To learn more about how Epidemiology Intelligence can help size your market visit: [clarivate.com/products/biopharma/portfolio-strategy-business-development/epidemiology-intelligence/](https://clarivate.com/products/biopharma/portfolio-strategy-business-development/epidemiology-intelligence/)

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