



Finding Growth Opportunities in CNS

Industry Dynamic

Increasing genericization of the largest CNS disease areas, such as Depression and Pain Management, demands meaningful innovation and differentiation on safety and efficacy to drive premium pricing and reimbursement. Clinical challenges, such as poorly defined drug targets and a lack of reliable biomarkers for many CNS diseases, increase development risk and drive a high rate of late-stage failures.

Despite these challenges, substantial market opportunities exist for companies that are able to identify the most significant areas of unmet patient need in the right disease areas, and deliver products that can safely satisfy these needs in order to drive physician utilization and favorable reimbursement.

Kaiser Associates specializes in helping companies answer some of their most pressing questions:

- How can we best drive innovation and recapture pricing power in large “legacy” CNS categories?
- What are the most attractive “frontier” disease areas and product technologies for us to invest in?
- How can we best structure our clinical development programs to achieve regulatory approval and commercial success?

Kaiser's Healthcare Practice works with specialty pharmaceutical, biotechnology, and medical device companies. We work with these clients to help manage products throughout their lifecycle, from portfolio strategy and product development to commercialization and lifecycle management.

How Kaiser Can Help

Kaiser Associates has a proven track record of assisting CNS companies in identifying and capitalizing on disease and product-based growth opportunities. Our team brings a unique balance of commercial and clinical expertise in most major CNS disease areas, including Depression, Alzheimer's Disease, and Headache / Migraine.

We specialize in fact-based strategy – identifying unknowns, collecting external data and insights, creating quantitative models, and making informed strategic choices. We do this all with our proven approach, tailored for each company's goals, whether they include commercialization, acquisition, licensing, or fundraising.

Case Studies in Brief

	The Challenge	Our Solution	The Results
Market Opportunity Assessment	Specialty Pharmaceutical company evaluating commercial potential of new treatment option for Depression	Tested product profile with KOLs & Psychiatrists, developed reimbursement scenarios, & generated revenue forecast	Development candidate added to portfolio as a \$500MM+ opportunity; now in Phase II proof-of-concept trials
Commercial Due Diligence	Neurology portfolio facing pipeline gap & seeking new sources of growth	Used conjoint analysis to test product attributes & profiles for several CNS biologic BD opportunities to build business cases & revenue forecasts	Currently in negotiation to license a potentially \$1B+ biologic
Co-Pay Program Optimization	Large pharmaceutical company assessing co-pay support program to increase patient access to injectable for chronic pain condition	Led market research with physicians & patients to understand link between OOP cost & use. Built customizable model for forecasting financial impact of changes to key program design factors	Co-pay support amount & offer duration tailored to optimize dollar return given the unique dynamics of the specific pain indication & affected patient group