

Market Analysis



Robyn Shawkey
Manager, Commercial Analysis
GSK
ISPE
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Disclaimer:

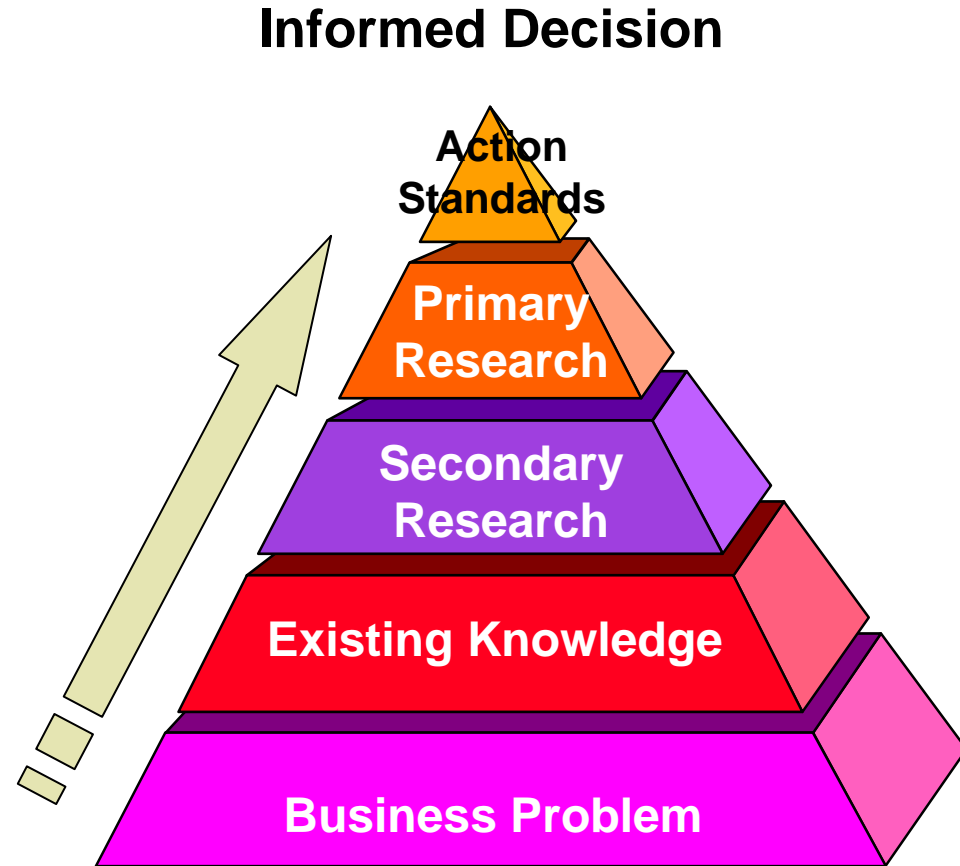
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Agenda

- Why do Market Research & Analysis?
- Market Research Framework
- Typical Research Pre-Launch
- Current Issues

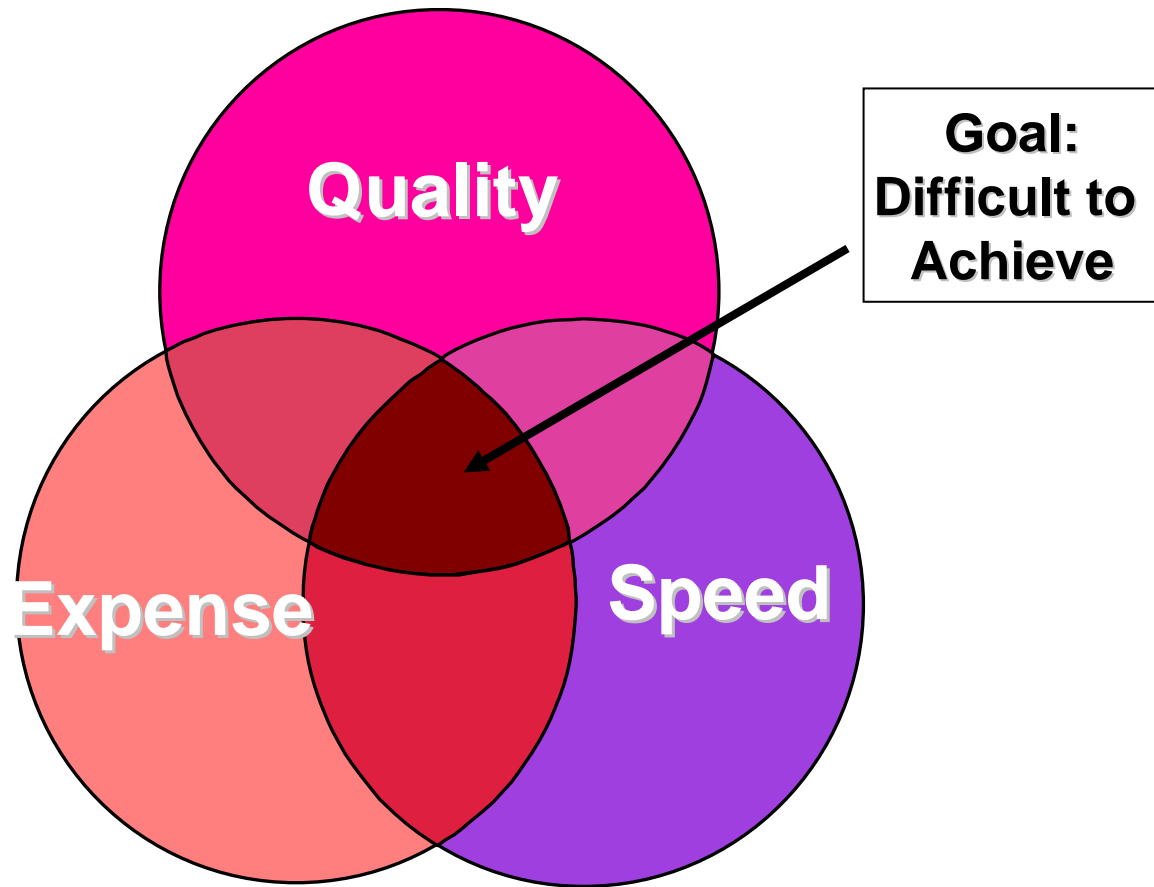
Why Do Market Research?

- To aid in making informed, educated decisions
 - To evaluate opposing options
 - To gain confidence in making business decisions
 - To lessen risk of incorrect decision
- To identify & define business/marketing opportunities and problems
- To generate, refine, & evaluate marketing actions
- To monitor market performance

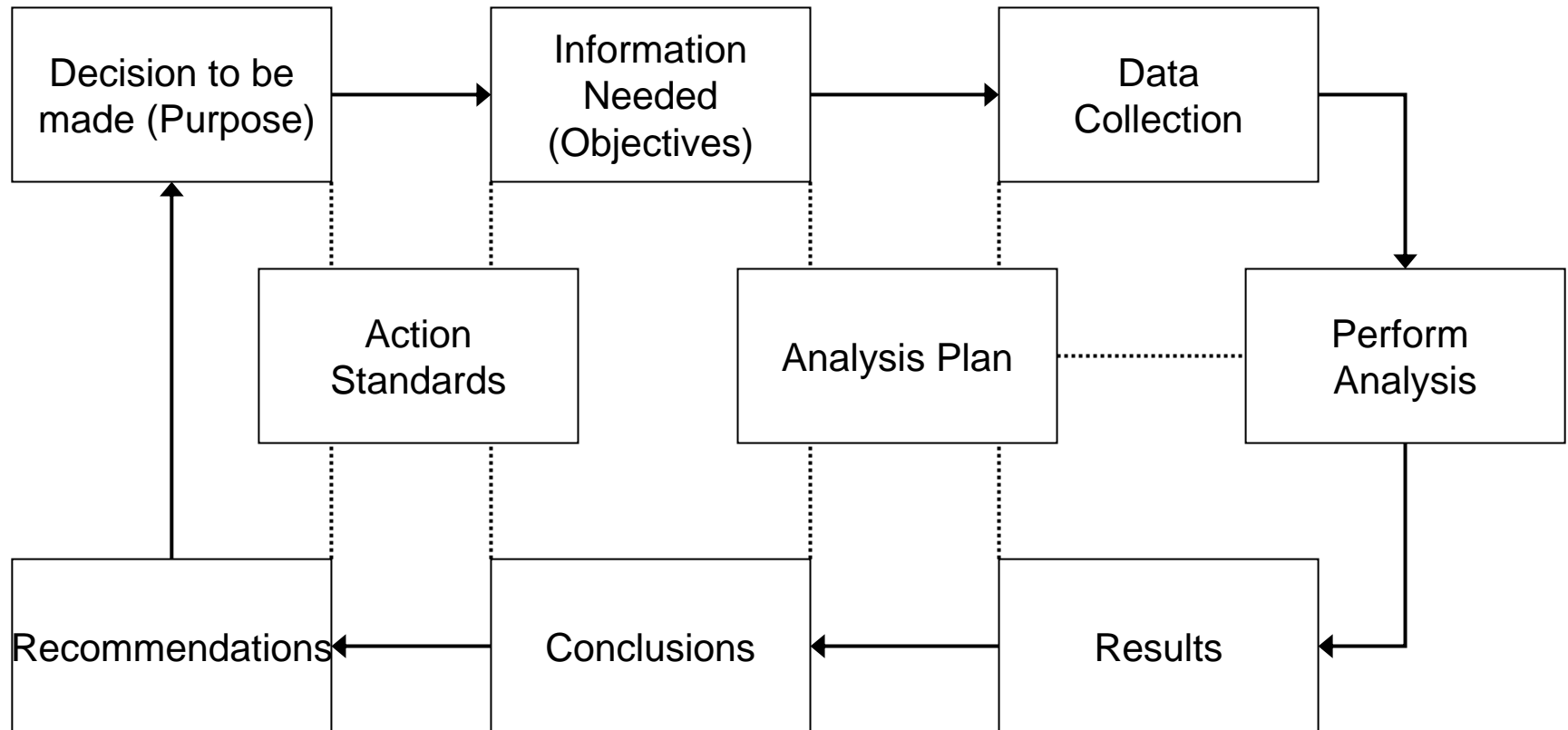


Market Research & Analysis

Which two do you most want?



Analytical Framework



Analytical Framework

- Purpose
 - Stated as what business decision that needs to be made
 - Example: Which indication, X or Y has greater value with regards to managed markets access and reimbursement in the treatment of Z Therapy?
- Objectives
 - Stated as a question
 - No more than 4 or 5
 - Example: How do managed markets organizations currently evaluate new treatments and drug classes for formulary status/reimbursement tier? Which attributes (clinical, economic, physician acceptance/pull through, patient request/desire) are the most important in this evaluation? How will these criteria change in the next 3 years?

Market Research

Data Collection

□ Secondary Research

- Scott Levin
- IMS
- Article/Periodical search
- Syndicated Reports

□ Primary Research

- Focus Groups
- One-on-one interviews
- Telephone Surveys
- Mail
- Internet



□ Qualitative

- Exploratory
- Generate ideas
- Leads to more questions

□ Quantitative

- Large Sample
- Statistical inference
- "Closed" questions / ratings

Market Research

Understanding the Market Opportunity

□ Decisions

- Should we pursue this therapy further?
- What is the size of the market?
- How can we position our product?
- What is the competitive environment?
- What does our target patient look like?
- What is the value proposition for this therapy?

□ Research

- Market Opportunity Assessment
- Patient Habits and Practices
- Product Profiling
- Current Reimbursement Assessment

Market Research

Optimize the Value and Differentiation

□ Decisions

- What elements of the value proposition have impact?
- Which segments of the market should we target?
- Can we give guidance to Clinical Trials for relevant and influential metrics?
- How should we position the product?
- What should we name the product?
- Should we do DTC advertising for this product?

□ Research

- Clinical Trial Design input
- Product Profile Assessment
- Product Positioning
- Branding and Brand Naming
- DTC Assessment

Market Research

Determine how Best to Deliver the Value Proposition

□ Decisions

- Which messages deliver the product positioning?
- Which messages establish the desired prescribing goal?
- What is the best design for packaging and logo to support the positioning?
- What price should the product have?

□ Research

- Concept / Messaging Testing
- Advertising Concept Testing
- Packaging Concept Testing
- Pricing Research

Current Issues

- ❑ Partnering with Market Analysis early enough in developmental process
- ❑ Increased Licensing Acticity
- ❑ Ensuring Research is really necessary
- ❑ Ensuring cost effectiveness
- ❑ Including inputs from all customer types:
 - Physicians
 - Patients
 - Payors

Hot Topics

- ❑ Internet Deployed Research
- ❑ Patent Expirations and Generic Availability
- ❑ Increasing Diversity in Clinical Trials and Research
- ❑ Increasing influence of Payors
- ❑ Tightening of FDA Regulations