

# Due Diligence Assessment for Licensing Deal: Target Product Profile (TPP) Assessment



# Medium sized pharma Company trying to understand Target Product Profile perception across the USA, France, Germany, Spain, Italy and the UK



Client Challenge

? What are the most valued attributes?

? What are key payer existing needs?



iIS Solution

➤ Developed an Interview guide (**iIS Interviews<sup>SM</sup>**) and sent it to **28 specialists and Payers** from top USA, UK, Germany, France, Italy and Spain Hospitals:

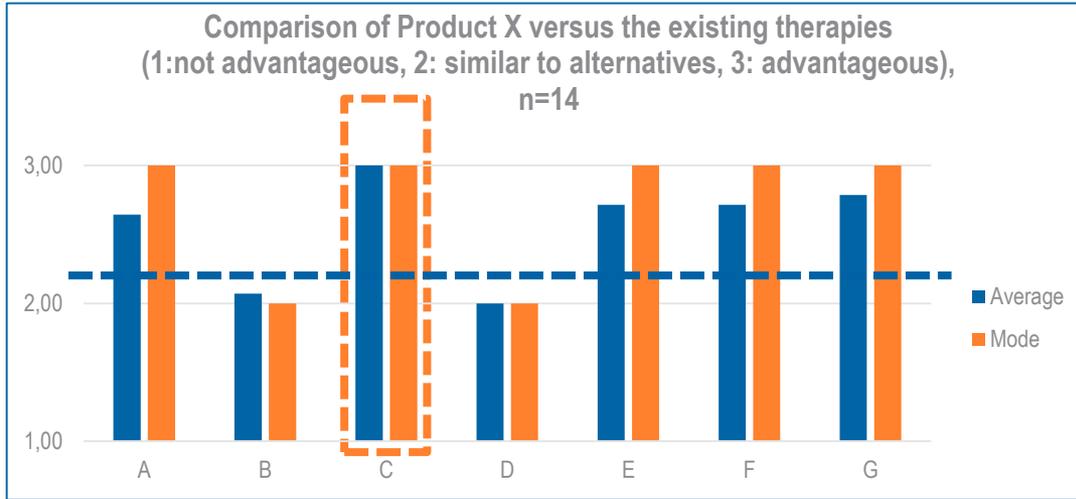
👤 **West London Centre, UCLA Medical School, Mount Sinai Hospital, Jr. Hospital of Cook, University Klinik Düsseldorf, Hôpital Pitié-Salpêtrière, Saint-Antoine Hospital, Ramon y Cajal Hospital...**

➤ Perform a semi-quantitative analysis of the results and shared the insights with the client

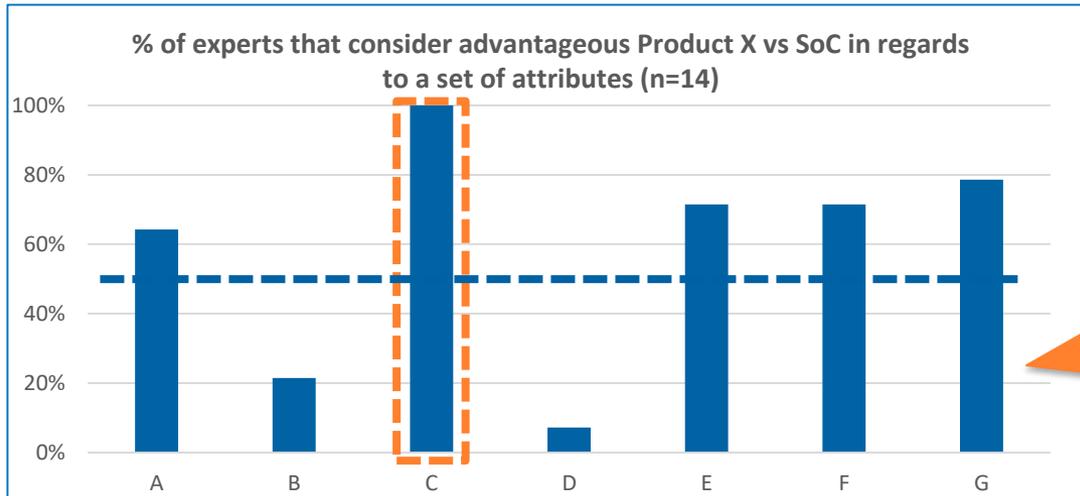
*ILLUSTRATIVE non EXHAUSTIVE*



# When comparing Product X against standard of care, safety is considered the most advantageous attribute



A: Physician satisfaction; B: Efficacy; C: Safety; D: Route of Administration; E: Frequency of administration; F: Patient Compliance; G: Patient satisfaction



Safety has been selected by all experts (100% of n=14) as the most advantageous attribute

ILLUSTRATIVE non EXHAUSTIVE



# When payers are asked about which additional information could be included in the clinical trial design, Quality of Life assessment is the most common answer



Set of Recommendations	# of mentions
<i>Quality of life assessment (include a questionnaire, including a scale, try to understand the improvement of patients' daily life)</i>	13*
<i>Societal costs (try to calculate the potential savings the drug is bringing for both direct and indirect costs)</i>	6*
<i>Patient global improvement (related to functioning)</i>	4*
<i>Health economic data (Cost-effectiveness evaluation, this is important for the HTA), also assess any reduction in health resources such as in hospitalization, GP appointment time, blood tests, hospital activity)</i>	3*
<i>Define better the patient profiles</i>	2*
<i>Include objective scales in regards to the secondary endpoints (PRO (Patient's reported Outcomes) reported by patients, but ideally including quantified indicators)</i>	1*

\*out of 14 experts

ILLUSTRATIVE non EXHAUSTIVE