

Chinese hemophilia market assessment

Assessing the competitive environment, market drivers/barriers, opportunity, patient's/physicians unmet needs, acceptable price for drug etc.

Both qualitative and quantitative interviews were conducted. A well thought of screener was designed followed by discussion guide and questionnaire

In-depth interviews were performed with hematologists, hemato-oncologists, payers, and pharmacists followed by online interviews

We presented a PPT deck that helped client to understand hemophiliac patient concentration centers, the market environment, key market players, etc. They were able a successful strategy for their hemophilia drug launch.

