



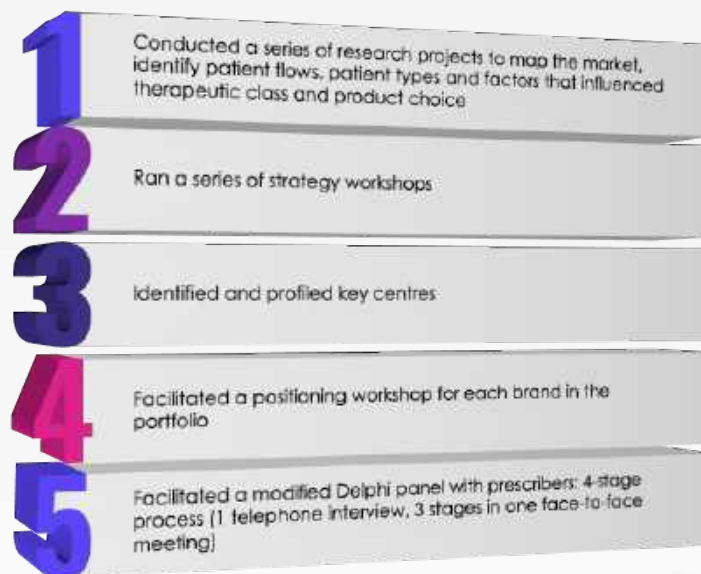
**Case Study**  
**Portfolio strategy and positioning  
for a rare disease**

# Portfolio strategy and positioning for a rare disease

## Client's Challenges

- Client was launching a new rare disease product into an existing portfolio of products and needed to:
  - Understand how the new product fitted into the existing portfolio of products
  - Determine which patient types should be targeted for each brand in the portfolio
  - Prioritise resources to products and centres to ensure a successful launch and market share gain

## Our Solution



## Deliverables

- Identified key insights and developed launch plan for new product, including patient profiles for each brand in the portfolio, tactical plans and account prioritisation
- Clearly defined positioning of each brand in the portfolio - the positioning proposed, through the modified Delphi panel, was accepted by physicians
- Outputs from the modified Delphi panel were utilised during the HTA, were highly valued by payers and greatly helped in achieving a positive outcome

## Client Feedback

*"The MASS Team provided a structured project that helped us to define our positioning in a highly competitive marketplace. The team were great to work with, utilising a framework to support realistic objectives and defined outcomes."*

UK Head of Marketing, Top 10 Pharmaceutical Company



# Contact Information

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