

	Market Primer	Commercial Assessment	TPP Assessment	Payer Insights
	LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
Deliverable	Concise two-slide brief	Comprehensive commercial assessment	Commercial assessment plus TPP evaluation	Full assessment plus payer insights
ANALYSES INCLUDED				
Disease overview	✓	✓	✓	✓
Epidemiology	✓	✓	✓	✓
Diagnosis and current treatment	✓	✓	✓	✓
Unmet need	✓	✓	✓	✓
Pipeline	✓	✓	✓	✓
Pricing and reimbursement	–	✓	✓	✓
TPP testing and peak-sales forecast	–	–	✓	✓
Clinical development feasibility	–	–	✓	✓
RESEARCH APPROACH				
Secondary research and literature review	✓	✓	✓	✓
KOL interviews	2	5	7	7
HCP survey respondents	–	–	25	25
Payer interviews	–	–	–	3
Real-world claims analysis	Optional add-on, any level			

Geography: Available for either the U.S. or EU5: France, Germany, Italy, Spain, and the United Kingdom