

## Simulating the future market for inflammatory disease biosimilars



A global pharmaceutical company.

“The insights (from the war games series) were outstanding and they have already led to us successfully winning major tenders in several of the markets. We hope to work with GfK again in the future.”

Vice President

### Situation

Two opposing forces are shaping drug prices in the inflammatory disease market: the downwards pressure from biosimilars and upwards pricing aspirations of bio-betters. Our client wanted to help affiliates in eight countries to better understand the threats and opportunities this evolving competitive landscape will bring in the years ahead.

### Approach

We designed, planned and facilitated a series of country-specific, interactive war games to simulate the evolution of the inflammatory disease market landscape over several cycles.

These sessions helped to increase awareness and deliver insights to the pharma company's affiliates in the UK, Germany, Italy, Spain, Netherlands, Sweden, Norway and Denmark. We also identified strategies and tactics, including risk mitigation, to maximize commercial success in the target markets.

### Outcome

We delivered country-specific reports to our client's affiliate teams to help them understand how pricing and market dynamics are likely to evolve in the years ahead. In addition, we synthesized the lessons from each war game into a Europe-wide learning package.

Our client now has a consolidated set of learnings that are helping them validate the opportunities for, and threats to, their European strategy.