

Early-Stage Endometriosis Treatment Market Assessment

In-Depth Physician Interviews for Latest Trends in Patient Treatment

CHALLENGE

A major Japanese pharmaceutical client in early-stage development of an endometriosis treatment wanted to better understand the latest in diagnosis and treatment for endometriosis in the U.S. market.

THE GLG APPROACH

GLG experts conducted extensive interviews with 10 U.S. physicians and key opinion leaders (KOLs) who are at the forefront of treating and researching endometriosis, from gynecologists and surgeons with experience in laparoscopic surgery to imaging specialists with a focus on diagnosing endometriosis and women's health.

Within three weeks, GLG helped to gauge market reaction to the entry of a new category of disease modifiers against the client's target product profile (TPP) and likely approach of payers.

OUTCOME

Under the lead of an experienced pharmaceutical expert and former pharmaceutical executive who focused on women's health, the team compiled a synthesized report that outlined the basics of endometriosis treatment, specifically in the U.S. It included the patient journey, diagnosis trends, target treatment population, market reaction to the client's TPP, and likely payer reaction.

FEATURED PRODUCTS



GLG Consultations

GLG's expert findings in the report concluded a largely favorable market reaction to the client's TPP and narrowed down the ideal target population most likely to be prescribed the treatment and receive coverage by payers.

Why GLG?

Staffing

A veteran consultant who covered women's health portfolios at major global pharmaceutical companies with work on endometriosis pipeline indication strategy led the effort.

Custom recruiting

GLG engaged an expert who combined pharmaceutical knowledge and strategic industry expertise.

Project depth

Ten physicians in the U.S. with different expertise in the subject were consulted.

[Learn more](#)

As the world's knowledge marketplace, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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