

Boosting market share growth with the Permea Disease Navigator

The Challenge

A major pharmaceutical company relied on conventional HCP panels to glean insights into disease progression and the patient journey, which informed potential market developments and brand plans.

While effective, this method had inherent limitations:

- **Cost-intensive:** Collaborating with research agencies can require up to 100k investment.
- **Limited scope:** Typically, input is gathered from a small sample size of only 50-100 doctors.

THE SOLUTION

The company turned to Temedica's Permea Disease Navigator and switched from relying on a small HCP sample size to gleaning insights from thousands of patients — providing a holistic view of the entire German market.

OVERALL IMPACT

The Permea Disease Navigator has significantly enhanced brand planning and confidence in the company's overall strategy, while also ensuring the time and cost-efficiency of gathering the insights.

"Using Permea Disease Navigator revolutionized our brand planning. Not only did we save on resources, but the breadth of insights we gathered gave us unprecedented clarity on market dynamics. We now feel more confident than ever in our strategy and positioning."

— Senior Strategy Executive

KEY OUTCOMES

1. Enhanced Brand Planning

With the broader insights gained from the Permea Disease Navigator, the company could devise a more detailed and accurate brand plan. The comprehensive data allowed for the calculation of potential growth opportunities in the second line with significantly higher precision.

2. Increased Confidence

The company expressed increased confidence in its strategy thanks to the precise market insights provided by the Permea Disease Navigator. These insights have enabled the company to effectively position itself against competitors and make accurate estimations of its market potential.

3. Time & Cost-Efficiency

Rather than waiting months for answers from a small number of HCPs, the company had access to immediate, expansive insights, ensuring efficient use of resources and capital.