

# NEW PRODUCT FORECAST IN DEVELOPING COUNTRIES

## Forecasting the uptake of a novel infectious disease testing platform for rural regions in developing countries

### SITUATION

- Health Advances assisted a large diagnostics company in developing a strategy for a new infectious disease monitoring technology designed to reach untapped markets in the developing world. The potential platform could conceivably perform several tests with relatively good sensitivity at a low cost, and its expected durability made the technology suitable for regions in the developing world that currently do not have the infrastructure to support flow cytometry.
- The company asked Health Advances to estimate the market potential for this product given the limited healthcare infrastructure in many of the target regions, and to define a panel of tests that would address the needs of the market while being technically feasible.

### CRITICAL QUESTIONS TO ADDRESS

- What is the expected demand for infectious disease testing in rural regions of the developing world given trends toward greater diagnosis of many diseases and improved access to therapies?
- What tests are most needed in the management of these diseases and common co-morbidities?
- Considering development feasibility as well as market need, in what order should these tests be launched?
- What competing technologies exist in this area?
- What is the estimated development cost and risk for the project?
- What market penetration and testing volume can this platform generate?

### HEALTH ADVANCES APPROACH

- We interviewed international experts in HIV, TB, malaria, and other infectious diseases, including physicians in developing countries around the world and leading policy-makers at NGOs and developing world governments.
- The Health Advances team led detailed analyses and collaborated with R&D leaders at the client to forecast product development timelines and costs, as well as to assess feasibility.
- We developed a highly detailed, scenario-based financial forecast model of the potential for each of the tests in outlying areas of the developing world and forecasted the degree to which the product under consideration would penetrate the market.

### RESULTS

- The testing platform was demonstrated to be a compelling opportunity for the company, and one that could open up new strategic areas for it.
- The project was approved for further funding by the Executive Committee of the client, with top management highly enthusiastic about the potential to address this underserved market.

