

# Strategic forecasting of healthcare investments

Maximizing cost levers to preserve gross net threshold



## Business Situation

A manufacturer introducing a new ophthalmic product was looking to understand how various cost and coverage elements affect their Gross Net Threshold (GNT) model.

## Solution

COEUS launched an initiative with targeted workshops to identify key inputs and baseline scenarios, focused on establishing clear pricing and contracting objectives to enhance the client's GNT model and secure investment returns.

A thorough market intelligence review followed, integrating coverage trends, formulary design, and patient affordability into the strategy. Therapeutic analogs were employed to predict market scenarios, with these insights synthesized for a real-world market perspective.

The integration of these key findings culminated in the development of a forecasting model. This model enabled the creation of customized access scenarios, precisely aligned with the client's objectives within the shifting market landscape.



## Results

COEUS' comprehensive approach allowed for precise planning and strategic allocation of resources across various stakeholder types. Our modeling expertise led to the creation of a multi-faceted 5-year forecasting model that assessed the impact of various investments, such as:

