





Indication selection

Data-driven prioritization of indications to support confident portfolio and development decisions.

↗ The challenge

From early development through late stage, every R&D asset must have a clearly defined target indication and patient setting to withstand governance, regulatory, and external scrutiny.

Teams must navigate challenges such as:

-  Pressure to define a defensible indication strategy early, despite evolving data and uncertainty
-  Limited visibility into the optimal balance of unmet need, market opportunity, and competition
-  Rising development complexity and reduced differentiation from poorly chosen indications
-  Reliance on intuition or siloed inputs rather than objective, evidence-based assessment



↗ The result?

Indication choices that constrain commercial upside and weaken portfolio value.

Book a consultation:

evaluate.com/consulting/portfolio-strategy-and-analysis-consulting/

Our solution: Indication selection advisory

An objective, data-driven comparison of candidate indications to support confident, defensible portfolio decisions.

- Metric-driven model ranking up to 20 indications within a consistent, transparent framework
- Norstella-powered scoring across market size and growth, unmet need, competition, and development feasibility
- Clear, evidence-based recommendations on priority indications and patient settings aligned to clinical and commercial strategy

Our approach includes:

Indication prioritization framework

- Excel-based model enabling transparent, repeatable comparison of indications
- Bespoke commercial, clinical, and regulatory parameters from trusted Citeline and Evaluate data
- Structured framework assessing opportunity, competition, and investor appeal

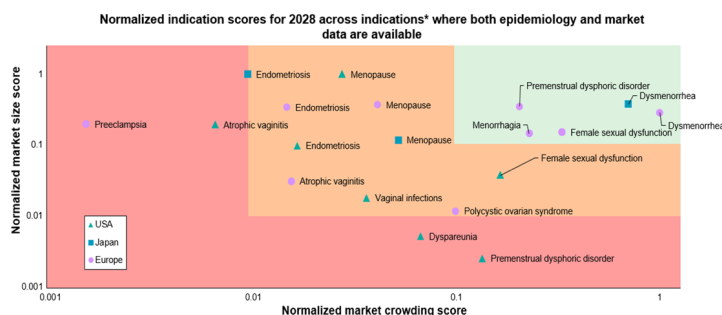
or

Indication strategy summary & recommendations

- Concise executive-level synthesis combining quantitative outputs with qualitative interpretation
- Clear strategic recommendations linking indication choice to broader portfolio, investment, and business objectives

Indication scores (with market data)

Dysmenorrhea, FSAD, menorrhagia, and PMDD are the highest scoring indications across market size and market crowding, making them the most attractive indications to pursue from this perspective



*each country-indication pair is normalized relative to the country in question and not against the other countries, e.g., Japan indications are normalized against each other, excluding US and Europe scores.

Sources: 1. Evaluate market forecasts; 2. Pharamaprojects

Questions we help to answer:

- Which indications are most attractive for our asset, based on data not opinion?
- How can we clearly defend our indication and portfolio strategy with evidence?
- Which high-potential indications might we be overlooking?

WHY PARTNER WITH EVALUATE ADVISORY?



Data-backed indication prioritization powered by Norstella's integrated data ecosystem for defensible portfolio decisions



Transparent parameters leveraging Evaluate forecasts, PTRS, epidemiology, and Citeline insights on feasibility and competitive intensity



Decision-ready indication strategy narratives clarifying which indications to prioritize, deprioritize, or sequence - and why it matters for your portfolio

Whether you are prioritizing 10 or 20 potential indications, we deliver objective, data-driven clarity on where your asset can win. Partner with Evaluate Advisory to build a defensible indication strategy that aligns clinical promise with commercial value.

Ready to make confident portfolio decisions? Get in contact to see how we can support your next decision point.

[Speak to an expert](#)